

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka, Charles Harmar, Laurie Hawkins, David Kratzer, Dwight Pedro Lewis, Fred Milbert, Kenneth Mirsky, David Rosenberg. Guests present: Caryl Levin, Deb McCarter, Drew Sharkey and Joseph Simone. Staff present was: Bryan T. Havir, Township Manager.

- 1. Call to Order** - Chairman Cohen called the meeting to order at 7:30 p.m.
- 2. Welcome and Introduction** - Mr. Cohen welcomed Deb McCarter and Joseph Simone and noted that the EDTF had decided last fall to host some of its monthly meetings out in the community in an effort to meet with business owners in the various commercial districts. Mr. Cohen then introduced Ward Commissioner Drew Sharkey to address the members.

Mr. Sharkey addressed the EDTF on a few important things such as 1) Township and School District infrastructure and 2) the Township's sanitary system improvements, which are a huge part of the Township's budget, and encouraged the EDTF to learn more about the Township alternative design options being evaluated for the sanitary sewer system, and the need for more sewer capacity by going to the Township's website.

Mr. Sharkey stated that he is an advocate for private and public partnerships such as the Glenside Farm Market; Creekside Co-op and Elkins Park Train Station and noted some new efforts underway to defray the costs of operating Glenside Hall and Curtis Hall as funding sources run out. He announced that a Request for Proposal went out to approximately 20 vendors to provide catering services proposals with Conroy Catering being the responsible bidder being considered.

Mr. Sharkey was pleased to announce a ribbon cutting ceremony and Open House on May 2, 2015, to celebrate the successful re-purposing of Wyncote Commons at 827 Glenside Avenue and a new restaurant and apartments for Roberts Block, both redeveloped by Midgard Properties. This

project has provided a new campus and ample parking for PITC Nursing School. The EDTF could help to bring in new tenants for the PITC former property located on Easton Road. Mr. Sharkey also announced the Glenside Arts Festival will be held on April 25, 2015 from noon to 6:00 p.m. and the Food Festival is scheduled for September. He thanked Ms. Hawkins for her work on the 501(c)3 for Glenside.

Mr. Sharkey posed the question, "Should we offer a parking program for merchants by offering one or two permits for the year?" Discussion ensued. Mr. Havir noted that the current ordinance could be amended to allow two permits per business in a defined parking area by Township, and in Glenside, defined on the map as Glenside Business Zone (Glenside Avenue to Waverly Road, Wesley Avenue and East Glenside Avenue from Easton Road to Keswick Avenue). Members questioned if the Township would be charging enough and does the ordinance stipulate a maximum of two hour parking at a meter. Mr. Sharkey asked the EDTF to continue to discuss if the parking program proposal is worth having and work with Staff. Mr. Havir stated that he would review a marked up version of the ordinance with Staff and discuss at the May 12, 2015 EDTF meeting. In addition, Mr. Sharkey asked how we can work on Business Recruitment when store fronts are currently vacant.

3. ***Approval of Minutes.*** Mr. Cohen made a motion to accept the March meeting minutes by acclamation.

4. ***Committee Reports by Chairpersons:***

A. **Design:** No report.

B. **Organization & Development** – Defer to May meeting.

C. **Economic Restructuring:** Defer discussion to May meeting

D. **Marketing and Promotions Committee** - Reports were provided from the following district

liaisons:

- District Liaison for Elkins Park East – Mr. Cohen stated that ¾ of the Elkins Park Train Station building was empty space with the ticket office in the back. Cheltenham Township Community Development Corporation (CTCDC) contacted SEPTA regarding a lease; and along with the efforts of Cynthia Blackwood, have been working to lease the space to Cheltenham Arts Center through an agreement between the Arts Center, Cheltenham Township and SEPTA. The lease has been sent to SEPTA for signature.

Mr. Cohen announced that EP.net is up and running.

- District Liaison for Glenside – Ms. Hawkins reported that the Downtown Glenside Community Partnership met on March 19, 2015 to discuss plans for forming a 501(c)3 for fundraising activities for Downtown Glenside which will raise money to lessen the cost to government.

Ms. Hawkins noted that the Glenside Arts Festival is scheduled for April 25, 2015, from noon to 6:00 p.m. Sixty vendors will be present including food vendors.

Mr. Sharkey noted that Arcadia University students will be working on a mural arts project for the Easton Road Underpass. A meeting is scheduled for April 24, 2015, to discuss details about this project.

- District Liaison for East Cheltenham Avenue – Mr. Havir noted that Sun Equities, who purchased Cheltenham Square Mall, is scheduled to appear before the Zoning Hearing Board on May 26, 2015. The next step in the process would be filing a land development application which could occur during the summer. Mr. Havir noted that a meeting has also been scheduled to meet with the northwest coalition of elected officials on May 7, 2015, to discuss details of their plans. Discussion ensued regarding the trash found around Shoppers Lane parking lot; stormwater issues and the Rock Creek tributary. Members suggested having Sun Equities attend an EDTF meeting during the land development phase.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – No report.
- District Liaison for West Cheltenham Avenue – No report.

5. *Chairman's Report* –

A. Mr. Cohen wished to acknowledge and thank Arcadia University for providing the refreshments for this meeting.

B. Mr. Cohen asked for volunteers to man the EDTF table at the Wyncote Commons Ribbon Cutting event on May 2, 2015. Mr. Harmar, Mr. Essoka and Mr. Cohen will take turns from 10:00

a.m. to 2:00 p.m. It was their understanding that tables would be available at event location. Mr. Cohen will pick up and deliver marketing materials for the event.

C. Mr. Cohen reported the Select Zoning Committee has finished their work and the draft zoning code ordinance should move to the Building and Zoning Committee by May or June depending on the progress of the Select Committee. Mr. Cohen thanked the committee for their efforts.

6. *Old Business:*

A. *Old York Road Community Organization (OYRCO)* – Mr. Essoka presented the proposed landscape design for the Elkins Park Train Station. The design came about in part as a result of recommendations made by America in Bloom in 2011. The Committee had a positive meeting with Ed Wallace from SEPTA about 3-4 weeks ago. Design additions were done within the last week. Right-of-Way permits and final plans are due within the next two weeks. Fundraising for the project has amounted to approximately \$8,000 for a \$10,000 project. Certain elements can be eliminated to stay within financial limits, if fundraising goal is not met and still have a successful project. Planting Project Day scheduled for Columbus Day weekend. A group of local Elkins Park volunteers have agreed to maintain the plant material (low-maintenance, low-growing, draught-resistant material has been selected). EDTF members suggested plans for a ribbon-cutting ceremony.

7. ***New Business*** – Mr. Simone wished to discuss deteriorating assessment value in the Township and would like to expand the conversation and hope that the Township and School District can work together to seek a specific potential solution. Discussion ensued.

8. *Staff Report:*

A. Mr. Havir announced that he had an opportunity to meet with TD Bank recently and during that meeting TD Bank agreed to provide sponsorship funding for the Harvest Festival.

B. Mr. Havir stated that he met with Clear Channel Communications recently regarding bus shelters at: Cedarbrook Mall (replace electric service) and Cheltenham Avenue by the AT&T store

(moved from the former location of Easton Road); a new bus shelter on Route 611 by the Briar House Apartments at Meetinghouse Road and Keneseth Israel (KI) with high visibility. The Township will reach out to KI, Briar House Apartments and Cedarbrook Plaza to engage in dialogue and approval from these property owners in order to have the shelters installed by Clean Channel Communications under the Township's Bus Shelter contract.

C. Mr. Havir announced that the next EDTF meeting will be held on May 12, 2015 at the Elkins Park Square Mall Community Room for the Elkins Park East and West at 7:00 p.m.

9. Adjournment:

Mr. Cohen made a motion to adjourn the meeting at 9:15 p.m.



Bryan T. Hair
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, April 21, 2015, 7:00 P.M.

Glenside Hall

185. S, Keswick Avenue, Glenside, PA 19038

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	DAVID L. COHEN		Y
2	David Rosenzweig	rosenzweig1@comcast.net	Y
3	Jonathan Essoka	jessoka27@gmail.com	Y
4	Dwight Pedro Lewis		X
5	Joseph T. Simone		NO
6	Debra C. Carter		
7	Kenneth Mirsky		Y
8	FRED MILBERT		Y
9	Laurie Hawkins		Y
10	Charley Garmar	CHARMAR@USREALTYCAPITAL.COM	Y
11	Drew Sharby		
12	Caryl Levin	caryl@levin.everizon.net	M
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			