

The regular meeting of the **ECONOMIC DEVELOPMENT TASK FORCE (EDTF)** was held tonight. Members in attendance were: Dwight Lewis, Brad Pransky, David Rosenberg, Charley Harmar, Kenneth Mirksy, Sif Malik. Guest present: Caryl Levin. Staff present: Bryan T. Havir, Township Manager and Alyson Elliott, Assistant Township Manager.

1. **CALL TO ORDER.** Mr. Lewis called the meeting to order at 7:07 p.m.
2. **ELECTION OF OFFICERS.** Mr. Havir announced that the Township recently received the resignation of David Cohen as Chair and member of the EDTF since he officially took the oath of office as a School Board member on December 8, 2015.
 - A. Chair – Upon motion of Mr. Pransky, seconded by Mr. Rosenberg, it was unanimously agreed, to elect Mr. Lewis Chair of the EDTF.
 - B. Vice Chair – Election of Vice Chair was tabled until the January 2016 meeting.
3. **APPROVAL OF MINUTES.**
 - A. October 2015 – Upon motion of Mr. Harmar, seconded by Mr. Rosenberg, it was unanimously moved, to approve the October 20, 2015, EDTF meeting minutes.
 - B. November 2015 – Upon motion of Mr. Pransky, seconded by Mr. Harmar, it was unanimously moved, to approve the November 17, 2015, EDTF meeting minutes with the addition of Mr. Pransky to the attendance list.
4. **COMMITTEE REPORTS.**
 - A. **Design – Signage Applications** – None.
 - B. **Organization & Development** – Members of the EDTF were not sure of the status or direction of this committee. Mr. Lewis said he would do some research and talk to Mr. Cohen to determine this committee’s purpose in 2016.
 - C. **Economic Restructuring** – Mr. Pransky said that this committee had been looking into new tax structures; however, there had not been much support. As Commissioner, Mr. Pransky said he will be requesting the Board of Commissioners and staff look into alternative taxation methods to raise income for the Township, so this may come back to the EDTF in the near future. Mr. Lewis said he would look into the types of tax structures the committee had been looking into to see if there might still be some viable options for the EDTF to pursue.
 - D. **Marketing & Promotions** – Mr. Rosenberg and Ms. Levin said they liked the “I Choose Cheltenham” bumper magnets. Mr. Havir reported that Wawa underwrote the first 10,000 and they are almost gone. Frank Lindy (The Towers) has agreed to underwrite another 10,000 bumper magnets and will be putting them in new/prospective resident packets for his property. The Township is also including them in its new resident packets. Ms. Elliott said an “I Choose Cheltenham” section has been added to the Township’s website, which allows residents and businesses to discuss reasons why they have chosen Cheltenham. She encouraged EDTF members to submit their reasons, as well.

E. Liaison Reports

- 1) *Elkins Park East* – Since Mr. Cohen was the liaison for this commercial district, it was recommended that Mr. Milbert serve as the liaison.
- 2) *Glenside District* – Mr. Harmar said he was not able to attend the Downtown Community Partnership meeting. Mr. Havir reported that he heard from Commissioner Sharkey that Winterfest (the Saturday after Black Friday) was well attended. It was promoted on the Classic Towns website.
- 3) *East Cheltenham Avenue* – None.
- 4) *Cheltenham Village* – It was determined that no one was assigned to this district and members agreed to look for someone to serve as liaison.
- 5) *Elkins Park West* – Mr. Mirksy inquired about the clothing bins. Mr. Havir reported that a hearing is scheduled before Elizabeth McHugh’s court. Mr. Havir reported that Gannet Fleming was granted a change order in the amount of \$20,000 to perform additional work necessary to meet grant requirements for temporary construction easements on the Elkins Park East Streetscape project. Removal of the “No Right Turn” on eastbound Church Road to Route 611 is being vetted by PennDOT as part of the streetscape project. The removal of this lane will be used to make a gateway with public green space to hide the PECO substation.
- 6) *West Cheltenham Avenue* – Mr. Havir reported that the Cheltenham Mall land development will be on the January Public Works Committee agenda for review. Elevations of the mall were distributed to the EDTF for review. It is estimated that building permits will be submitted as early as February; the owners are looking to open some of the new store fronts as early as November 2016. This is a \$29 million investment in the mall and will be good for Cheltenham. Mr. Lewis asked if there has been any attempt to market the mall as a Cheltenham mall, not a Philadelphia mall. Mr. Havir said the owners are looking to change the address from Philadelphia to Wyncote; however, there are some politics that need to be worked through with respect to having the Philadelphia Post Office agree to turn the zip code over to the Wyncote and Jenkintown post offices. Mr. Lewis suggested they contact state elected officials as this is a critical issue to pursue.

5. **CHAIRMAN’S REPORT** – None.

6. **OLD BUSINESS.**

- A. **Letter of support for Multimodal Transportation Fund grant application for Elkins Park East Streetscape Project.** Mr. Havir reported that Cheltenham will be applying for a \$1.54 million grant with a \$660,000 Township match to fund streetscape improvements around the Elkins Park East Train Station. The improvements are based off a 2008 plans by Carroll Engineering, which are on the Township website, and include crosswalks, pedestrian lights, and new parking configurations. Decorative pavers and granite curbing will not be included as previous streetscape projects have proven these items not practical. A support letter from the EDTF will be sent along with the grant application.
- B. **Update on Draft Zoning Ordinance Review.** The third and final workshop is Thursday, December 17, 2015. The discussion will be focused on the mixed use districts

and zoning map. Mr. Pransky said the draft zoning ordinance is based on the recommendations of the 2005 Comprehensive Plan, which called for a more mixed-use community. It is not a perfect document, but it will be a significant help to the Township in expanding its tax base.

C. **Draft Off-Premises Advertising Sign Overlay District.** Mr. Havir and Ms. Elliott explained the Off-Premises Advertising Sign Overlay District Ordinance that will be considered by the Board of Commissioners on February 17, 2016. This ordinance is an overlay ordinance that will include the existing LED billboard sign at the corner of Ogontz Avenue and Limekiln Pike and extend east on Ogontz Avenue to Shopper's Lane. This overlay will permit LED billboards and has been drafted so the existing billboard conforms to the proposed ordinance. The G Manufacturing & Industrial District was revised in July to ensure that the existing billboards in the district conform to the ordinance. The G Manufacturing & Industrial District does not permit LED, animated or moving signs. These are the only two areas in the Township where billboards are permitted.

7. **NEW BUSINESS** – Mr. Pransky announced his intent to resign from the EDTF in order to fulfill his duties as Commissioner. Mr. Lewis requested members submit a list of potential members to replace Mr. Pransky, Mr. Cohen and other vacancies on the EDTF.

Ms. Levin suggested that members of the Creekside Coop might make good candidates for membership. She also mentioned that the trash at the Cheltenham Avenue underpass at Old York Road is not improving. She and other residents have made efforts to clean it up, but they cannot keep up with it. Mr. Havir said additional trash receptacles have been ordered and will be placed on the 300, 400 and 500 blocks and trash crews have been instructed to do more frequent collections. He explained that PennDOT used to be responsible for trash clean ups along state highways; however, they were eliminated/cut back with budget cuts and it has created the adopt-a-highway program. PennDOT can also bring out chain gangs to help with roadside clean ups, which requires coordination with Township staff and police. The Township sends its own crews out to clean up the concrete islands on Old York Road in the spring and fall, but it requires significant safety measures to keep the crews safe.

Mr. Malik suggested the Township consider a blog to promote businesses and Township events. He said the Township could hire an unpaid intern from Arcadia to write the blog.

Mr. Lewis thanked Mr. Pransky for his commitment, knowledge and hard work on the EDTF. He asked that the EDTF work on the following for the January meeting: recruiting new members, 2016 goals, how the EDTF can be more helpful in business recruitment and retention, and whether they can improve the effectiveness of the business liaison model of the EDTF.

8. **STAFF REPORT** – None.

9. **CITIZENS' FORUM** – None.

10. **ADJOURNMENT.** There being no further business, Mr. Lewis adjourned the meeting at 8:24 p.m.


Bryan T. Havir, Township Manager

Submitted by: Alyson Elliott