

The regular meeting of the **ECONOMIC DEVELOPMENT TASK FORCE (EDTF)** for February 2016 was held tonight. Members in attendance were: Dwight Lewis, David Kratzer, Fred Milbert, David Rosenberg, and Rita Rosen Poley. Guests present: Valerie Mays and Brad Pransky. Staff present: Alyson Elliott, Assistant Township Manager.

1. **CALL TO ORDER.** Mr. Lewis called the meeting to order at 7:03 p.m. As a quorum was not present at this meeting, no official action was taken at this meeting. All consensus items will be ratified at the next meeting of the EDTF where there is a quorum.
2. **APPROVAL OF MINUTES.** It was a consensus of all EDTF members in attendance to approve the January 19, 2016, EDTF meeting minutes.
3. **COMMITTEE REPORTS.**

A. Design –

- 1) *Signage Application for 83 Limekiln Pike, Glenside* – Mr. Kratzer explained that he and the design committee have not seen a revised sign since the initial submission was made. It was communicated to the property owner that the proposed sign with a light background and dark letters would promote too much light bleed off and the Township would prefer a dark background with light letters. Overall the EDTF was supportive of the concept and agreed with Mr. Kratzer's assessment.

It was a consensus of all members present to convey to the Planning and Zoning Department support for the issuance of a Certificate of Appropriateness for the awning sign at 83 Limekiln Pike, Glenside, with the condition that the design committee determines the proposed sign does not produce too much light bleed.

- 2) *Signage Application for 2 Roberts Block, Glenside* – Mr. Kratzer and the design committee reviewed the proposed sign. He said the committee did not have any concerns with the design of the sign. They did, however, want to verify sign location and the type of lighting that would be used.

It was a consensus of all members present to convey to the Planning and Zoning Department support for the issuance of a Certificate of Appropriateness for the freestanding sign at 2 Roberts Block, Glenside, with the condition that the sign location and lighting are consistent with the requirements of the zoning code.

- 3) Mr. Milbert expressed concern about consistency of enforcing regulations and design guidelines for signs throughout the Township and commercial districts. Mr. Lewis requested a procedure outlining the process applicants go through for a sign permit, particularly for those in the commercial districts. Ms. Elliott will work with the Planning and Zoning Department to effectuate a written procedure to be given to applicants.

B. Liaison Reports

- 1) *Elkins Park East* – Mr. Milbert reported that the consignment shop opened in the location of the former spa on High School Road. The business owner is planning a flea market at the Elkins Park Train Station at the end of February. The personal trainer is opening his shop on February 17. It will serve as his base operations, as most of his business is located off site.

- 2) *Glenside District* – None.
- 3) *East Cheltenham Avenue* – None.
- 4) *Cheltenham Village* – None.
- 5) *Elkins Park West* – None.
- 6) *West Cheltenham Avenue* – None.

4. **CHAIR'S REPORT** – None.

5. **OLD BUSINESS.**

- A. **Update on Draft Zoning Ordinance Review.** Ms. Elliott reported that the Board of Commissioners will be holding additional workshop meetings on March 10 and 31, 2016, at 6 p.m. in the Township Administration Building to review comments received from previous workshop meetings and the public comment period and to determine how best to proceed with revising the draft ordinance. If additional meetings are required, April 21 and 28, 2016, have been tentatively reserved.
- B. **Habitat for Humanity Neighborhood Revitalization Programs.** Ms. Elliott distributed a presentation she received from Habitat for Humanity on their neighborhood revitalization programs. It was a general consensus that EDTF would like to promote these programs through the Township website, Facebook, and other mediate outlets. Additionally they requested that Ms. Elliott invite a representative from Habitat for Humanity to meet with the EDTF to discuss the programs and how the Township might become involved. Mr. Lewis also suggested that this might be good topic for one of the EDTF's "go out to the community" meetings.
- C. **Township Event Fundraising.** As a follow up to last month's meeting, Ms. Elliott provided the costs to run Township events including, the Harvest Festival, Fishing Derby, Movies in the Park and Government Day. She also distributed a list of businesses that Mr. Essoka had provided from previous solicitations. Members of the EDTF discussed potential donors and requested Ms. Elliott to draft solicitation letters for members to review. Once solicitation letters are prepared and mailed out, EDTF members or other appropriate people will follow up with donors.
- D. **2016 Goals.** Mr. Lewis will prepare items for discussion at the March meeting. He asked members to make recommendations to fill the remaining three seats on the EDTF. He would like to see the seats filled with go-getters who are interested in actively participating in EDTF activities.

6. **NEW BUSINESS.**

- A. **Resident Clock Request.** Ms. Valerie Mays, Wyncote, expressed a desire to install a decorative clock on the Old York Road Spur, similar to what many communities have in their central business districts. Members of the EDTF discussed the merit of her proposal and possible locations. It was a general consensus that the best location would be the mediate at the intersection of Montgomery, Park and Harrison avenues by the Elkins Park Train Station in the Elkins Park East Commercial District. Messrs. Milbert and Kratzer inquired about the status of the Elkins Park East streetscape project. Ms. Elliott said that the Township submitted a Multimodal Transportation Fund grant application in

December for the project. If the project is funded, work on the streetscape will be done. If not, work will be pushed off until funding becomes available. She said that either way, it is unlikely that the clock installation in the median will interfere with the proposed streetscape project.

Ms. Mays was advised to research costs and establish a fundraising plan. Once she has costs, pledges for funds, and a design, she should contact Ms. Elliott and make a presentation to the EDTF. Ms. Mays was also given contact information for Cynthia Blackwood, an influential member of the community, who can help her make contacts in the community. Ms. Elliott will also talk to Mr. Havar to determine whether the Elkins Park East Commercial District would be an appropriate location for the clock.

It was a consensus of all members present to support the installation of a decorative clock in the median at the intersection of Montgomery, Park and Harrison avenues, provided an appropriate location and funding source can be found.

- B. **Marketing Opportunities.** Ms. Elliott mentioned three opportunities for marketing and asked EDTF to provide input on the types of information that would be best included in the documents. The Cheltenham Community Map, which is published approximately every two years, is an opportunity for marketing businesses and the Township. The 2016-2017 Calendar will be prepared in the next few months and there are opportunities for marketing. Additionally, the Township prepares *Great Cheltenham Living Magazine*, which is distributed to new and potential residents. It is an opportunity for the Township and School District to highlight important quality of life issues for potential residents. Ms. Elliott asked EDTF members to think of ideas to revamp the magazine. Mr. Milbert said it is important to work with the School District to make sure it is promoting its assets as well.

7. **STAFF REPORT.**

- A. **EAC “Get to Know Sustainable Cheltenham” Party.** Ms. Elliott invited members of the EDTF to the Environmental Advisory Council’s (EAC) Sustainable Cheltenham Party, which will take place at Rowland Community Center on Monday, February 22, 2016, at 7:30 p.m. The EAC will talk about the Township’s Sustainability Plan and how the various Township Committees can support the goals of the Plan.
- B. **Retrofit for Small Business.** Ms. Elliott forwarded information from Classic Towns about a grant application they submitted to help small businesses increase their energy efficiency. She said that if Classic Towns is successful in their application, this might be a good collaborative project for EDTF and EAC to promote and help the Township.

8. **CITIZENS’ FORUM.** – None.

9. **ADJOURNMENT.** There being no further business, Mr. Lewis adjourned the meeting at 8:47 p.m.


Bryan T. Havar, Township Manager

Submitted by: Alyson Elliott



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, February 16, 2016, 7:00 P.M.

Cheltenham Township Administration Building
8230 Old York Road | Elkins Park, PA 19027

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	Dwight Pedro Lewis		Y
2	David Rosenberg		Y
3	JALERIE MAYS	JMAYS0806@AOL.COM	N
4	RITA ROSEN POLEY	rita681@comcast.net	Y
5	FRED MILBURN	FIMILBURN@EMAIL.COM	Y
6	PAUL KRATZER		Y
7	FRED TRAVSKY		N
8	Alyson Elliott		N
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