

The regular meeting of the **ECONOMIC DEVELOPMENT TASK FORCE (EDTF)** for June 2016 was held tonight. Members in attendance were: Rita Rosen Poley, Joan Brandeis, Fred Milbert, David Rosenberg, and Sif Malik. Staff present: Alyson Elliott, Assistant Township Manager.

1. **CALL TO ORDER.** Ms. Elliott called the meeting to order at 7:15 p.m. A quorum was not present for this meeting.
2. **APPROVAL OF MINUTES.** Approval of the May 17, 2016, minutes was tabled until the July 19, 2016, meeting.
3. **COMMITTEE REPORTS**– None.
4. **CHAIR’S REPORT**– None.
5. **STAFF REPORT.**
 - A. **Township/School Board realtor meeting(s) for Fall 2016.** Ms. Elliott reported that she and Commissioner Rappoport will be working with representatives of the school district to develop a promotional document – in place of the *Great Cheltenham Living* magazine that is published every other year – and to hold several meetings in the fall to promote the Township and School District to realtors. Mr. Milbert suggested the Township and School District meet with realtors who are successful in the Township and find out what is helping them sell properties in the Township. The Township could use this information to create a video highlighting the realtors promoting the positive attributes of the Township. He also suggested they seek discipline for realtors who are promoting the Township in a negative light.
 - B. **Review draft Community Map.** Ms. Elliott showed the EDTF the final proof for the Community Map that will be distributed throughout the community in new resident packets, at the Township building, libraries, community centers, realtors’ offices and other locations. EDTF members offered some suggestions for possible revisions, but for the most part the feedback concerning the new map was positive.
 - C. **Discussion of Curtis Hall and Glenside Hall RFP for caterer.** The Board of Commissioners asked the Township to develop an RFP to seek out caterers for Glenside and Curtis Halls. She asked the EDTF to consider recommendations or points they would like to see highlighted when the Township seeks out a caterer for the venues. Mr. Milbert suggested the Township look into Flourtown Country Club in Springfield Township. The Halligan’s have been managing the facility, which includes an event venue, restaurant, pool and golf course. The Township may want to consider packaging Glenside Hall and Glenside Pool together.
 - D. **Discussion on potential for mobile marketing applications in Township.** This item was deferred until the July meeting.
 - E. **Request by the Public Affairs Committee for a future presentation on EDTF’s vision and goals.** Ms. Elliott reported that the Board of Commissioners has been reading the EDTF minutes and has noted all the work it has been doing and requested a report at a meeting when they are ready.
 - F. **Proposal to encourage better tenant mix by requiring landlords to remove old signs and perform “vanilla box” conversions when tenants vacate.** Ms. Elliott said that Commissioner Sharkey suggested the Township consider implementing a policy requiring landlords to remove old signs and perform vanilla box conversions when tenants vacate as a way to better promote commercial locations in the Township. The general consensus was that removing signs is a good idea; however, sometimes removing a sign can create a bigger eyesore if the material behind the sign is faded or otherwise not

pristine. The EDTF did not support vanilla box conversions, citing it to be a burden on landlords.

6. **OLD BUSINESS** – Old Business was deferred until the July meeting.
7. **NEW BUSINESS** – None.
8. **CITIZENS' FORUM** – None.
9. **ADJOURNMENT.** There being no further business, Ms. Elliott adjourned the meeting at 8:30 p.m.



Bryan T. Havir, Township Manager

Submitted by: Alyson Elliott



Meeting Attendance Sheet



Economic Development Task Force

Tuesday, June 21, 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 | RITA FOLEY | RITAGOLI@COMCAST.NET | Y |
| 2 | Joan BRANDEIS | joan.brandeis@comcast.net | Y |
| 3 | FRED MILBERT | FMILBERT@GMAIL.COM | Y |
| 4 | David Rosenberg | | Y |
| 5 | Sif Malif | | Y |
| 6 | Alyson Elliott | | |
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