The regular meeting of the **ECONOMIC DEVELOPMENT TASK FORCE** (EDTF) for September 2016 was held tonight. Members in attendance were: Dwight Pedro Lewis, Ken Mirsky, Fred Milbert, Charley Harmar, David Rosenberg, Rita Rosen Poley, Caryl Levin, David Kratzer, and Sif Malik. Guests present: Deb Campbell, Daniel Blum, and Ben Zaitz. Staff present: Alyson Elliott, Assistant Township Manager.

1. **CALL TO ORDER**. Mr. Lewis called the meeting to order at 7:00 p.m. and made introductions. He also acknowledged that the Board of Commissioners would be considering the appointment of Deb Campbell to the EDTF the following evening.

2. **APPROVAL OF MINUTES**. A motion was made by Mr. Mirsky, seconded by Mr. Harmar, and unanimously passed to approve the meeting minutes of July 19, 2016, with a correction to the minutes that Mr. Mirsky reported that a campaign office for Clinton will be opening in Yorktown Plaza in Elkins Park, not Cheltenham Village.

3. **COMMITTEE REPORTS**

   A. **Design**

      1) *Signage Application for 8009 Old York Road, Elkins Park* – Ms. Elliott and Mr. Kratzer discussed the application for a freestanding sign, wall sign and canopy signs that will be installed as part of the conversion from a gas/service station to a gas/convenience store on site. The applicant has submitted an application to the Zoning Hearing Board for multiple variances and special exceptions. The Design Committee does not support the applicant's request for relief from the height and size requirements for the freestanding and wall signs. It does support the relief requested to permit more than one canopy sign over the gas pumps, provided the canopy signs are not illuminated. The EDTF discussed a recommendation to ensure that the lighting under the canopy is not ultra-bright.

         Action: A motion was made by Mr. Kratzer, seconded by Mr. Rosenberg, and carried by an 9-0 vote, 1) to convey to the Zoning Hearing Board that it does not support the applicant's request for relief from the size and height requirements for the freestanding and wall signs, but does support the requested relief for the number of signs on the canopy over the gas pumps and 2) to convey to the Planning and Zoning Department a recommendation to issue a Certificate of Appropriateness for the proposed signs at 8009 Old York Road provided the applicant applies for and receives a business privilege license and can keep the lights under the canopy from being too bright.

      2) *Signage Application for 409 West Cheltenham Avenue, Elkins Park* – Ms. Elliott explained that the applicant submitted a request to amend the previous application for the proposed internally-illuminated freestanding sign that would have a dark red or orange background with black lettering. The new proposal would change the coloring to red and blue with white lettering. The design committee was supportive of this application.

         Action: A motion was made by Mr. Kratzer, seconded by Mr. Harmar, and carried by an 9-0 vote, to convey to the Planning and Zoning Department a recommendation to issue a Certificate of Appropriateness for the amendment to the color scheme of the proposed freestanding sign at 409 West Cheltenham Avenue, provided the applicant applies for and receives a business privilege license.

3) *Signage Application for 827 Glenside Avenue, Glenside* – Ms. Elliott presented information about an internally-illuminated freestanding sign that is located on Rices Mill Road. The proposed signage will be placed on an existing sign and advertises three businesses. It has a white background and dark graphics. The design committee was supportive of this application provided the applicant can reverse the color scheme to have a dark background and light lettering to comply with the requirements of the zoning ordinance.

Action: A motion was made by Mr. Kratzer, seconded by Mr. Harmar, and carried by an 9-0 vote, to convey to the Planning and Zoning Department a recommendation to issue a Certificate of Appropriateness for the proposed sign at 827 Glenside Avenue, Glenside, provided the applicant applies for and receives a business privilege license and reverses the color scheme to have an opaque background.

B. **Commercial Districts**

Ms. Campbell reported the following activities in Glenside:

1) The business that took over "Inspired by Color" has not installed its new sign, even though it was approved.

2) The food truck fest will happen on September 29 on Glenside Avenue and Wesley Plaza. The $150 charged to register the food trucks goes to the Downtown Glenside Community Partnership (DGCP).

3) The DGCP is working to establish an art stroll on one Saturday a month, but they are not quite organized yet.

4) Saturdays in November will feature small businesses.

5) The Board of Commissioners will consider establishing free parking in all the commercial districts on Saturdays starting in November 2016 through the end of December 2017. Typically, the Township permits free parking in the business districts on Saturdays in November and December to promote holiday shopping. The Board will consider a year-long trial in 2017 to determine if this will help expand patronage of local businesses.

Mr. Mirsky reported that the new pharmacy located across from Walgreens opened in Elkins Park West.

4. **CHAIR'S REPORT – None.**

5. **STAFF REPORT.**

A. **Update on Mobile App Development.** Ms. Elliott reported that the Township has an intern from Arcadia University's communications program for the fall semester. She is working on developing a script for the following "tours" of the Township: History & Architecture, Active Recreation Facilities, Nature and Open Space, Unique Shopping, and Dining Experiences. While the Township is not yet ready to implement the tours as apps, it is utilizing the time and skills of the intern to develop the information. For the short-term she is developing the information for the website and/or as a paper brochure.

Mr. Zaitz provided his experience with developing mobile apps, stating that the app he uses requires an annual fee, but selling advertising space can reduce the cost and even make money. Montgomery County, Philadelphia and New York City also have mobile apps, but it is not common for municipalities at this time.

B. **Update on RFPs for Pool Feasibility Study & Glenside/Curtis Hall.** Ms. Elliott stated that three proposals were received for the Pool Feasibility Study and it is anticipated that the contract will be awarded at the Board of Commissioners October meeting. Concepts were discussed for the Glenside & Curtis Hall RFP.

C. **Montgomery County Department of Commerce.** Ms. Elliott was approached by the Montgomery County Department of Commerce about hosting its Team meeting on September 29, which consists of a consortium of economic development-focused agencies. She was also asked to discuss Cheltenham's economic development activities. This could be a good networking activity and an opportunity to receive input on the EDTF's action plan. She will provide a report at the October EDTF meeting.

D. **Arcadia University Public Art Program.** Throughout the fall, Arcadia University is hosting a series of lectures on public art in anticipation of implementing a public art project on the Glenside Station underpass. It is a collaborative project between Arcadia University, SEPTA and the Township. It is open to the public.

6. **OLD BUSINESS**

A. **Discussion on EDTF Presentation to the Public Affairs Committee.** Ms. Elliott presented the draft presentation for EDTF review. It was to shorten the information in the presentation and develop a report to provide additional detail.

B. **Discussion on Research Regarding Economic Development Personnel.** Ms. Elliott explained the different models incorporated by Ambler Borough, Upper Dublin Township, and Horsham Township. The EDTF asked Ms. Elliott to invite Graham Copeland of Downtown Dynamics to make a presentation at their October meeting. Ms. Campbell pointed out that local small businesses could use help in marketing themselves. Ms. Elliott suggested that this might be an opportunity for the businesses to form a consortium of sorts, to share costs of a combined marketing effort.

C. **Recap on Commissioner Discussion on "Vanilla Box Conversions."** Mr. Rosenberg recapped his discussion with Commissioner Sharkey and Ms. Elliott regarding the impact of a potential requirement for landlords to establish a "vanilla box" in their buildings prior to marketing them to new tenants. Mr. Rosenberg explained why this would be a detriment to encouraging business in the Township.

7. **NEW BUSINESS – None.**

8. **CITIZENS' FORUM**

A. Mr. Blum encouraged the Township to look into establishing a business directory. Ms. Elliott said EDTF also supports such an action; however, the Township is in the process of upgrading its technology, which will significantly reduce the amount of labor required to set this up. She anticipates that this will be a project for mid-to-late 2017.

B. EDTF asked that in addition to providing a procedure for the sign review process, staff should also develop an administrative process for tracking business privilege licensing between departments.

9. **ADJOURNMENT.** There being no further business, Mr. Lewis adjourned the meeting at 8:51 p.m.

Bryan T. Havir, Township Manager
Submitted by: Alyson Elliott

Meeting Attendance Sheet

Economic Development Task Force

Tuesday, September 20, 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)
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3	Ken Micsky		Y
4	CHARLEY HARMAR	CHARMAR@USREALTYCAPITAL.COM	Y
5	SIF MALIK		Y
6	Ben Zaitz	bzaitz0477@gmail.com	N
7	David Rosenberg		Y
8	Caryl Levitt		
9	Daniel Blum	danieljblum@gmail.com	N
10	DAVID KRATZER		Y
11	Deb Campbell	4debcampbell@gmail.com	Y
12	Dwight Pappas		Y
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