

Economic Development Task Force Meeting Minutes
Township Administration Building
June 10, 2009

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Tom Carboni, Maureen Haff, Virginia Helm, Mike Hoch, Denise Marshall, Kenneth Mirsky, Brad Pransky, Fredericka Waugh and Diane Williams. Staff present was: Ruth Littner Shaw, Main Street Manager and Bryan T. Havis, Assistant Township Manager. Ex officio member present was Drusilla Buscemi representing Arcadia University. Guests present were Andrew Hamilton, CVDA, and Hannah Mazzaccaro, Montgomery County Planning Commission (MCPC).

1. Call to Order. Mr. Carboni, Vice-Chairman, called the meeting to order at 7:10 p.m.
2. Approval of Minutes. The minutes of the May 13, 2009 meeting were accepted as amended as follows: Add Under Chairman's Report: Change of day of meeting for 2009-2010 causes a conflict in schedule for the Cheltenham Township School District representative, and according to Ms. Waugh there will be no School Board presence on the EDTF. Mr. Havis stated that the School Board has the ability to appoint a non-elected individual to attend the EDTF meetings on its behalf and suggested that perhaps someone from within the Administration could attend.
3. Cheltenham Township Community Revitalization Plan Update. Mr. Hamilton, of Carter van Dyke Associates, presented a brief update on the income survey for the Glenside census tract noting that 217 surveys were mailed. Of the 217 surveys, eleven (11) were for commercial properties within the census tract. A fifty percent response rate would be needed to make the survey meaningful according to the County guidelines (103 surveys). As of this date, 46 surveys have been returned (23%) and the responses indicate a 2:1 above

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average income. He suggested follow up with phone calls. It was the consensus of the EDTF to recommend that the Township send a second mailing to those addresses that did not respond. Following a second mailing and based upon the results, Mr. Hamilton indicated that a one or two page report will be prepared per the County guidelines indicating the results which will then need to be presented to the Montgomery County Revitalization Board.

The draft agenda for the June 29, 2009 community meeting was next reviewed by the EDTF (See attached). The first half hour would be an Open House for signing in, meeting and greeting. An aerial map of the project census tract areas will be displayed. Ms. Mazzaccaro will present a power point presentation of the county-wide Montgomery County Revitalization Program highlighting the five year plan (2002-2007) and describing the grant program details. Mr. Havir will present the seven projects that that have been completed by the Township since adoption of the Revitalization Plan in 2002 and subsequently receiving about \$1.4 million over the last seven years. Concluding remarks will be given by EDTF Chairman, Alan Cohen.

Misses Williams and Waugh suggested that there be clarification and distinction presented at the beginning of the meeting between the LaMott Town Center meeting which took place on December 6, 2008 and the Community Revitalization Plan and the process currently being used to update the plan. Discussion ensued.

The EDTF then reviewed the draft set of community needs assessment, goals and objectives which were presented by Mr. Hamilton. These will be displayed during the community meeting and used to engage discussion with the meeting participants.

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4. Main Street Committee Reports by Chairpersons:

A. Design – Ms. Shaw reviewed the June 4, 2009 Committee minutes in Mr. Cross's absence. Three applications were reviewed. 1) NDCGP #09, Amici, 21 E. Glenside, for signage will resubmit sign proposal. 2) NDGCP #09-C, Hungary Heart, 7854 Montgomery Avenue, approved for sign. If the merchant wishes this to be a Design Challenge Grant application, then they would need to file additional paperwork. 3) DCGP #09-03, 7845 Montgomery Avenue, for windows and painting. The Design Committee recommended \$5,000 funding for windows and painting. Motion was made to approve funding by Mr. Pransky and seconded by Mr. Mirsky. The Vote was unanimous.

B. Organization and Development – Mr. Carboni stated that he continues to pursue funding and sponsorship for the various Main Street activities.

C. Economic Restructuring/Asset Enhancement - No report was given.

D. Marketing and Promotions Committee –

- David Cohen, District Liaison for Elkins Park East. Ms. Shaw reported that Mr. David Cohen would be sending to her attention a template for the District vision statements.
- Maureen Haff, District Liaison for Glenside. Ms. Haff reports that Main Street is working with the Downtown Glenside Merchants Group. The group met on June 3, 2009. The Glenside Chamber's annual Car Show is on August 1, 2009.

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Several merchants are volunteering their time. In conjunction with the Car Show, the Little League Playoff Championship teams will be in town August 1-9 and the Glenside Chamber is providing vouchers for hot dogs to the baseball players. It is hoped that the parents of the baseball players will patronize the local restaurants and shops. The Glenside merchants have an opportunity beginning in July, to advertise on the Chamber of Commerce TV program which reaches 45,000 homes shown on Abington News and Views. The Merchants' Group still needs to raise \$800 for previously purchased flowers. The flowers are doing well. It was suggested that merchants could adopt a ½ whiskey barrel by purchasing the barrel and flowers at each merchant's own expense and maintaining those barrels. The Merchants' Group is working with Ms. Rubino of Arcadia University to brainstorm ideas for volunteer interns from Arcadia University to help with activities in the fall. The group has developed a new merchant letter. The group discussed plans to enhance the Glenside Street Fair by showcasing merchants-- by having restaurants bring food outside and thereby use less food vendors, and if there is not a sufficient number of crafters, hoping more merchants get involved. There was a motion to approve the report.

- Ms. Helm, District Liaison for E. Cheltenham Avenue, received information packets earlier this month, which contain different types of Township and Main Street program brochures, and will begin distribution in the next few weeks.

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- Mr. Hoch, District Liaison for Cheltenham Village, has begun visiting six to seven businesses that he frequents and will continue outreach to other businesses in his district.
- Mr. Mirksy, District Liaison for Elkins Park West, reported the Creekside Co-op group will be extremely active for the next three weeks. After that, Mr. Mirsky should have a meeting with the group to encourage a committee.

5. Chairman's Report – Mr. Carboni stated there is no report.

6. Old Business – No report

7. New Business: No report

8. Main Street Managers Report – Ms. Shaw reported that the Arts in the Park event was well attended. Mr. David Cohen and Ms. Shaw recruited volunteers from the EDTF and other community residents to work two hour shifts at the EDTF Main Street Table at Arts in the Park. Ms. Waugh worked for two hours. Mr. Carboni set up and broke down tables. Ms. Williams commented that the jewelry vendors were looking for other forums. Members suggested the Glenside Street Fair and Glenside First Friday.

Ms. Shaw then discussed the Policy for Purchasing Pavers for the Hit the Bricks program. It is suggested that the pavers be used to commemorate family and community members and memorialize and advertise businesses. Three lines are permitted with thirteen characters per line. For example, name of company; name of person or persons; and a tribute to either a business or person; but no religious, racial or salacious statements permitted. (See attached). Ms. Shaw solicited comments regarding religious, racial or salacious statements on the pavers and the members responded that this information should be incorporated into a policy statement, such as, "The Township has the right to refuse text deemed inappropriate

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by its governing body, the Board of Commissioners” Also, the members suggested that similar information be included on the information brochures about the program.

Ms. Shaw also requested volunteers to staff the Main Street table at the annual Business Expo sponsored by Bryner Chevrolet on October 22, 2009 from 3:00 p.m. - 7:00 p.m. Ms. Shaw will be present from 3:00 p.m. to 5:00 p.m. A volunteer is needed for 5:00 p.m. to 7:00 p.m.

9. Assistant Manager’s Report – Mr. Havir reported that the final report and recommendations of the Glenside Trolley/Shuttle Feasibility Study were presented to the Public Works Committee. The outcome of the study was that a cost analysis of the preferred long route would cost +/- \$450,000.00 per year for three years. A grant would be needed from Montgomery County and participation from local businesses, Arcadia University and Lynnewood Gardens would also be needed. A federal grant amounting to +/- \$250,000 per year for a three year period would also be needed but is unlikely. Therefore, the report was accepted by the Board of Commissioners and pursuing a separate public transportation service for the Glenside Commercial District will be postponed at this time. However, there is a public transportation opportunity being considered by SEPTA which may or may not be an indirect outcome of the study. A new bus service is being proposed in an east to west direction along Cheltenham Avenue called Route 72. The Public Affairs Committee suggested that staff attend an upcoming hearing within the next two weeks to provide testimony in favor of the proposed new bus route and request that the Glenside Shuttle/Trolley Feasibility Study be included in their consideration by extending the service north on Easton Road (from Cedarbrook Plaza to the Glenside Train station). SEPTA is

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considering a test run in the fall of the proposed Route 72. Discussion ensued. The EDTF supported the idea to encourage SEPTA to extend the proposed route.

Mr. Havir also announced that the Easton Road Streetscape Project, Phase III was funded by PennDOT's Community Transportation Initiative Grant to the tune of \$1.4 million. This will complete the improvements from Springhouse Lane to Michael's Restaurant along Easton Road. Mr. Havir said PennDOT has encouraged the Township to apply next year for the Elkins Park Streetscape project. Mr. Havir said it is anticipated that PennDOT will let a bid for Easton Road Phase III in the fall. The contract could be awarded by the end of 2009 or early spring.

Mr. Havir also updated the EDTF on the consultant proposal for the Business Retention and Business Recruitment Study for all five commercial districts and Glenside Business Improvement District analysis. Discussion ensued about the maintenance of the flowers in the commercial districts. It was mentioned that the Marketing/Promotion Committee would like Arcadia University to partner with them to address the future maintenance of the flowers that would be planted within the Phase III project area, once the streetscape improvements are completed up to Arcadia University.

10. Adjournment: Mr. Carboni adjourned the meeting at 9:05 p.m. The next meeting will be July 8, 2009 at 7:00 p.m. at the Township Administration Building.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn Mc Devitt



Meeting Attendance Sheet

Economic Development Task Force



Wednesday, June 10, 2009, 7:00 P.M.

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	BRAD PRANSKY		✓
2	Fredericka Waugh	fe.waugh.3@verizon.net	✓
3	Mike Hoch	mhoch@academiesinc.org	Y
4	Dusilla Buscemi	buscemid@arcadia.edu	
5	Kenneth Mirsky	Kmirsky@comcast.net	Y
6	Tom Carboni	tomcarboni@aol.com	Y
7	Maureen Hoff	Sweetmeats@edgsmail.com	Y
8	Denise Marshall	SECOND SISTA@COMCAST.NET	Y
9	DIANE WILLIAMS	dcbmwilliams@msn.com	Y
10	Hannah Mazzaccaro	MCPC	N
11	Andy Hamilton	CVDA	N
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DESIGN COMMITTEE
CHELTENHAM TOWNSHIP MAIN STREET
MEETING MINUTES

Township Administration Building, 8230 Old York Road, Elkins Park, PA

MEETING DATE: 06/04/09, 7:00 pm

PRESENT: Committee members: Thom Cross, Chair, Carol Coffin, Jim Gorman and David Schmauk.
 Staff: Bryan T. Havir, Assistant Township Manager and Ruth Littner Shaw, Main Street Manager, Cheltenham Township
 Guests: Steve Alpher – 7845 Montgomery Avenue; Yousie Kim – Amici; and Larry Ellis – Hungry Heart.

TOPICS FOR DISCUSSION

Review of last month's meeting minutes

The minutes of the May meeting were reviewed and accepted as submitted.

Applications

• **DCGP #09-03, Property at 7845 Montgomery Avenue, for windows and painting**

This application is to replace old, drafty windows in a building that is over 100 years old. The applicant is looking to switch out the original windows with vinyl, double-hung six over one windows manufactured by Northeast Building Products. He has already replaced several windows in this building and says this company does excellent work. The muntin will be set between the panes. While this is not the committees' choice – they prefer the muntin on the outside of the window to look more like a divided light window – the windows that were already replaced have the muntin in the middle and there is a case made for uniformity. The applicant will call the manufacturer to see if the existing windows can be switched by replacing a snap-on grill, and if yes, then will make his new purchase accordingly. The applicant will keep sills if they are restorable. The trim on the outside will be painted white after replacing the sash. The manufacturer's cutsheet did not appear to show the exact window that was chosen by the applicant, and the Committee requested that the appropriate brochure be submitted. With respect to painting, it was requested that the white color selected for the entranceway closely match the white on the windows. The entrance way which is currently beige and white will essentially have the colors switched to white and beige, reversing the color scheme. The colors selected were approved. The applicant will replace a decrepit old address number sign with brass numbers. The Committee recommends that pending the submission of the brochure and the information regarding the placement of the grilles, that this application be recommended for approval for the requested \$5,000. POST NOTE: The applicant offers the following on June 5, 2009: 1. The window supplier does not offer any sort of retrofit grid that can be

snapped onto the outside, already installed windows. Thus he would be unable to match the already existing replacement windows on the building if he were to go with an exterior muntin grid.

2. They do not have a picture of a '6 over 0' Custom Guard double-hung window in any of their promotional literature. They have offered to pull one of these out of their inventory and take a picture of it. He is having them do this, and they will forward the picture to me.

- **NDCGP #09-B, Amici, 21 E. Glenside, *for signage***

This application is for a replacement panel for an existing cabinet sign for the former Rizzo's restaurant in Glenside. The business owner's representative admits that the restaurant is not yet prepared to open, as it is not up to code, per Mr. Carmen Reitano of the Building and Zoning Department, due to rodent infestation and electrical wiring issues. They do, however, claim to have all permits needed for work being done, including the permit to reface the façade. This proposal, however, has not come before the Design Committee, which is a compulsory step in the process before any façade work begins. Regarding the sign, the Committee felt there was too much white space, and the letters/font did not make good use of the area available in the cabinet. The strength of the Solomon's Knot and the slenderness of the chosen text were too disparate. Additionally, the color choices seemed 'all wrong' and the colors of the logo did not match the colors of the text. The Committee recommended the following: since the applicant did not want all capital letters, the use of all lower case letters was suggested; centering the word "amici" or placing a second Solomon's Knot on the other side of the text was suggested; going with bolder text; lighting the sign using goose-neck lamps was suggested. The Committee requested that Dr. Kim, the business and property owner come to the next meeting along with Yousie Kim to translate, in order to answer further questions. Additionally the Committee recommended that the applicant view signs around the commercial neighborhood that may show her what types of signs make the biggest impact to the customer while still being in the style that the Township is looking for, such as Apollo Pizza, and the Glenside Pub. The applicant will resubmit a new sign proposal.

- **NDGCP #09-C, Hungry Heart, 7854 Montgomery Avenue, *for signage***

This application for a replacement sign will not be lit at the onset, but the applicant has looked into methods of lighting, and the Committee encourages the lighting of the sign externally. It may be lit from below or above. The sign proposal shows digital print on a metal sheet, to be placed on existing wooden poles. The applicant will look into what the warrantee offers. The Committee found the logo which is registered to be elegant and tasteful. The colors are good, but the Committee encouraged the sign to have stronger colors so that it would be better seen from the street. The proposal should not include either address nor phone number on the sign. It stands well with just the name of the restaurant which is included inside of its logo. If the applicant chooses this to be a Design Challenge Grant application,

- GLENSIDE CHAMBER REPORT: Barbara and Natalie also announced a GGCC Wine and Business Card Exchange at Arcadia University on Tuesday, June 9, 2009 at 5:30 p.m., a new GGCC Newsletter that would come out every couple of weeks and include interesting links, and a new Chamber TV program that would initially reach 45,000 homes, would start in the middle of July and would offer merchants opportunities to place ten-second spots to showcase their business for just \$20/month. Barbara asked everyone to check the next email from GGCC or call her at 215-572-8700 for more information. Barbara also reported that she was looking for volunteers to assist with fundraising efforts during the fireworks display at Abington High School following the 4th of July parade in Glenside.

Next Meeting: *The next meeting will be on Wednesday, July 1, 2009 at The Glenside Pub, 122 S. Easton Road, at 8:30 am.*

Design Committee Meeting of June 4, 2009

June 4, 2009

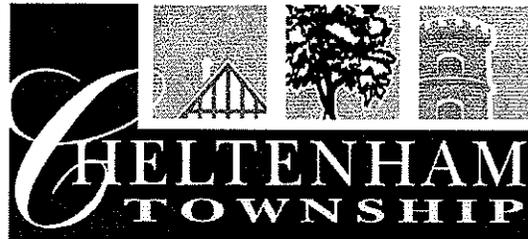
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he will need to submit the additional proper paperwork. A second sign proposal for a (permitted) sign on High School Road was submitted but the Zoning Officer determined that it would need zoning relief. The applicant requested design direction from the Committee for this second sign and they recommended a perpendicular sign on a bracket. The applicant would have to place that sign compliant with height restrictions, and taking into account existing canopies on the first floor. He will submit a new proposal for that second sign.

Respectfully submitted,

Ruth Littner Shaw
Main Street Manager

cc: David Lynch
Abbey Spector
Susan Drucker
Carmen Reitano



Where Growth is a Tradition

Cheltenham Township Main Street

Marketing and Promotions Committee

The Glenside Pub, 122 S. Easton Road, Downtown Glenside
Wednesday, June 3, 2009

Meeting Minutes

Attendees: Jim Bell, Resident; Joan Burwell, Premier Financial Group; Colleen Coll, Glenside Pub; Maureen Haff, Sweet Magnolia; Bill Hibbert, Hibberts; Kim Ngov, Jasmine; Natalie McLaughlin Barbara Nye, President Greater Glenside Chamber of Commerce; Cindy Rubino, Arcadia University; Faye Sewell, Serenity; Commissioner Drew Sharkey; and Craig Sharp, Glenside News and Sweets. Staff present was Ruth Littner Shaw, Main Street Manager.

Call to Order: The Chair called the meeting to order at 8:35 am.

Minutes: Fay Sewell moved and Colleen Coll seconded a motion to approve the minutes. The minutes of the June 3, 2009 meeting were accepted as submitted.

Discussion Items: The meeting notes were as follows:

- **GLENSIDE STREET FAIR:** The group discussed the possibilities for enhancing the Street Fair and starting mini-events in between major events. The ideas included doing more showcasing of local stores, allowing the local restaurants to move out to the street, and seeking additional entertainment from the local schools, especially Arcadia University and Cheltenham High School during the fair. These events could be linked to cultural events at Arcadia University and other local activities as a way to extend their day beyond a single venue and pass some eating or shopping downtown.
- **CAR SHOW:** Barbara Nye and Natalie McLaughlin provided information on upcoming activities and initiatives of the Greater Glenside Chamber of Commerce (GGCC). They sought volunteers for the Annual Glenside Car Show on August 1, 2009, particularly during the hours of 5:30 p.m. and 7:30 p.m. when attendance was heavy. They expected 300 vehicles to be on display and 20 to

30 vendors to be on hand. They also provided information on the levels of sponsorship open to local merchants and the types of publicity they would receive at each level of support. Merchants interested in sponsoring the show should contact the Chamber directly at info@glensidechamber.org or 215-887-3110 for more information. Merchants should also be aware that 30,000 people are expected at the show. Some merchants reported doing a lot of business by opening their shops during the hours of the show. Barbara and Natalie noted that not-for-profit groups could set up tables for free and announced that there would also be a place for attendees to drop off travel-size toiletries such as tooth paste, soap, shampoo, etc. that would later be sent to our troops stationed in the war zones overseas. Ruth Littner Shaw reported that the Little League Championship for nine and ten year olds would take in place in Cheltenham during the morning and afternoon of Auto Show and suggested making the attendees at the games aware of the show later in the day. The Chamber offered to give free food vouchers to the show for the players.

- **BANNERS:** Ruth Littner Shaw reported that the specifications for the banners along Easton Road were written and ready for bid but indicated that the bid would be delayed for a month while the township responded to a recent grant that would extend the upgraded streetscape along Easton Road from the post office to Arcadia University.
- **DOWNTOWN GLENSIDE MERCHANT ASSOCIATION REPORT:** Maureen advised that Glenside merchants association had \$1324 in its bank account and a bill for \$2032 for soil and plants for the baskets hung along Easton Road. She thanked all those who had already made donations to cover the cost of the streetscape beautification program and asked Jim Bell to send an email request seeking donations from members who had not yet responded to the fundraising drive. Maureen reported that the planned purchase of curbside planters along Glenside Avenue would have to be delayed until the current bill for the hanging baskets was paid. She noted that the merchants would be responsible for any additional cost for purchasing upgraded terracotta (or whiskey barrel) planters costing more than the township-proposed plastic planters.
- **ARCADIA REPORT:** Cindy Rubino suggested having an annual Beautification Day on which local merchants would set aside some percentage of their sales for annual beautification efforts. Ruth Littner Shaw suggested linking Downtown Glenside to Cheltenham in Bloom in Elkins Park by having Glenside merchants compete for prizes by decorating their store fronts beyond the hanging baskets in 2010. Volunteers will be sought to serve on a fundraising committee.

- **GLENSIDE CHAMBER REPORT:** Barbara and Natalie also announced a GGCC Wine and Business Card Exchange at Arcadia University on Tuesday, June 9, 2009 at 5:30 p.m., a new GGCC Newsletter that would come out every couple of weeks and include interesting links, and a new Chamber TV program that would initially reach 45,000 homes, would start in the middle of July and would offer merchants opportunities to place ten-second spots to showcase their business for just \$20/month. Barbara asked everyone to check the next email from GGCC or call her at 215-572-8700 for more information. Barbara also reported that she was looking for volunteers to assist with fundraising efforts during the fireworks display at Abington High School following the 4th of July parade in Glenside.

Next Meeting: *The next meeting will be on Wednesday, July 1, 2009 at The Glenside Pub, 122 S. Easton Road, at 8:30 am.*

M E M O R A N D U M

TO: Bryan T. Havir, Assistant Township Manager
FROM: Ruth Littner Shaw, Main Street Manager
RE: Policy for Text on Engraved Pavers in Commercial Districts
DATE: June 12, 2009

Below, please find text policy recommended by this office for use on engraved pavers in commercial districts. This policy is meant to define the verbiage allowed on engraved pavers, in order that religious, racial, salacious or otherwise potentially offensive verbiage is not displayed on public property.

First Amendment freedom of speech laws are extended unless a policy is in place limiting verbiage. The following is submitted as policy:

“The intent of the “Hit the Bricks!” program is to enhance the commercial districts by memorializing businesses and community members, past and present.

Text is limited to the following:

The name of a company or business (and address if you wish)

The name of a person or persons (and accompanying date or dates)

A tribute line to either a business or person (such as “We remember...”)

**No religious, racial, or salacious statements are permitted.

**The Township has the right to refuse text deemed inappropriate by its governing body, the Board of Commissioners.”