

Economic Development Task Force Meeting Minutes
April 15, 2009

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Tom Carboni, David L. Cohen, Thom Cross, Maureen B. Haff, Virginia Helm, Michael Hoch, Fred Milbert, Kenneth Mirsky, Fredericka Waugh and Diane Williams. Staff present was: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Guest present was Andrew Hamilton, CVDA.

1. Call to Order. Mr. Carboni, presiding in absence of Mr. Alan Cohen, called the meeting to order at 7:05 p.m.
2. Approval of Minutes. The minutes of the March 11, 2009 meeting were accepted as submitted with a correction in the spelling of Mike Hoch's name.
3. Main Street Committee Reports by Chairpersons:
 - A. Design – Mr. Cross reviewed the April 2, 2009 committee minutes and reported that there was one application to consider which was for Design Challenge Grant (DCG) funding for the removal of a rooftop mounted sign on the building located on 7 Wesley Avenue on Wesley Plaza. Additional façade improvements which include awnings and new signage are being contemplated by the property owner and will be submitted under a separate application. Mr. Cross recommended approval of the applicant's proposal for \$700.00, contingent upon submission of a DCG application for the May 7, 2009 Design Committee meeting to address the other façade improvements.

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The EDTF approved the motion and also accepted the attached Design Committee minutes of the April 2, 2009 meeting.

B. Organization and Development – Mr. Carboni announced that Ms. Galbally has resigned from the EDTF. Mr. Carboni stated that he would be concentrating on fundraising and sponsorship to fund the various Main Street activities starting next month.

C. Economic Restructuring- Mr. Milbert reported he had attended an Eastern Montgomery County Chamber of Commerce meeting in early April regarding information for small businesses, and in particular, talked about the SBA guaranteed loan program. Mr. Milbert asked how this information could be disseminated to interested businesses. Mr. Havir offered that this information could be sent in an e-mail blast through the Main Street's Constant Contact e-mail list. Mr. Milbert also reported that the Creekside Co-op has raised \$160,000 in membership dues for the member-owned co-op to date. A lease has been signed with Brinton Housing Partners, with a start date of June 15, 2009.

D. Marketing and Promotions Committee –

- David Cohen, District Liaison for Elkins Park East, updated the committee on the Friends of High School Park and the Creekside Co-op activities.

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- Maureen Haff, District Liaison for Glenside, reported that she attended a recent Downtown Glenside Merchant's Association (DGMA) meeting which is held on the first Wednesday of each month. The group had decided to generate another coupon booklet to be valid from May 1st through July 1st. Ms. Haff stated that the group was preparing some information regarding the coupon and would be sending out this information to their e-mail base which was created by one of the merchants. Ms. Haff contacted Ms. Rubino from Arcadia University to provide some student volunteers to help plant flowers on Easton Road on May 11, 2009. The merchants group would also be sending e-mails out to residents asking for volunteer help. It is anticipated that the flower baskets would be available by that time. The group established a business checking account at Citizens Bank in Glenside with three merchants as official signatories. Ms. Shaw said she is in the process of reviewing at least three quotations for hanging baskets on Easton Road this spring. The merchants began brainstorming on fund raising ideas for how to raise monies to purchase flowers for Easton Road and Glenside Avenue. Mr. Carboni asked Ms. Haff to keep him informed of fundraising efforts. Ms. Haff stated that the merchants group would be looking at the final design of the metal banners. Ms. Haff inquired about the time frame in which the banners would be installed. Mr. Havir stated that specifications for

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the metal banners would be circulated to contractors for bids and then be subject to an award of contract by the Board of Commissioners. He anticipated that fabrication of the banners could take six to eight weeks, and it would be mid summer before they could be installed.

Ms. Haff stated Barbara Nye, president of the Greater Glenside Chamber of Commerce, attended this month's DGMA meeting and suggested approaching the Glenside Rotary for a donation for the flowers. There was a question regarding what the status was on Rizzo's restaurant property, to which Ms. Shaw responded that there is a restaurant planning to go into that location but proper permits must be approved by the Building and Zoning Department. Once that is achieved, work can continue on the anticipated Italian restaurant.

- Ms. Helm, District Liaison for E. Cheltenham Avenue, reported she had no report and was waiting to receive information packets from Ms. Shaw to distribute to businesses. She inquired about receiving some EDTF business cards and a letter of introduction as she visits merchants in her district.
- Mr. Hoch, District Liaison for Cheltenham Village, reported he has begun taking photos of vacant businesses in his district and is waiting for informational packets from Ms. Shaw to distribute to the merchants.

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- Mr. Mirksy, District Liaison for Elkins ParkWest, reported he has not been out to visit merchants and is waiting for informational packets to distribute to the merchants.

4. Chairman's Report - Mr. Carboni informed the EDTF members about the proposed meeting schedule change from the 2nd Wednesday of each month to the 3rd Tuesday of each month beginning in August, 2009 which he has discussed with Chairman, Alan Cohen. The EDTF meeting will still commence at 7:00 p.m.

A motion was made by Mr. David Cohen, and seconded by Ms. Helm to recommend this change in meeting schedule to the Public Affairs Committee for approval beginning in August, 2009. The vote by the EDTF was unanimous.

Mr. Cross reported that he also discussed with Chairman, Alan Cohen, an administrative process to expedite the review and issuance of Certificates of Appropriateness (COA) on a monthly basis for sign applications reviewed by the Design Committee. It was recommended that the Design Committees' recommendation be forwarded directly to the Building and Zoning Department following each meeting in order to expedite the issuance of a COA. In turn, Mr. Cross will provide a report of his Committee's decisions at the next EDTF meeting. The EDTF concurred with this change in the review process.

5. Cheltenham Township Community Revitalization Plan Update. Mr. Hamilton, of Carter van Dyke Associates, presented an updated map of the proposed Opt-in Area for Glenside Census Tract 2026.03 showing the revised boundaries for

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an income survey, including a draft of the revised income survey questions and demographic analysis for the proposed opt-in area.

Mr. Hamilton noted the table for the map was corrected to reflect the accurate population to be surveyed in the Oak Summit Apartments which will not include any student population per the County Revitalization Program guidelines. Contact will be made with the Oak Summit Apartment Manager to obtain the specific unit numbers for the mailing. Review of Draft Survey – Mr. Hamilton also reported that the consultant team revised the Glenside, Cheltenham Township Revitalization Eligibility Survey using suggestions of the EDTF members and in consultation with Cheltenham Township staff and the Montgomery County Planning Commission (MCPC). He said the MCPC stated the ethnicity question could not be eliminated, but could be moved to the end of the questionnaire and made optional. The EDTF members reviewed the revised survey and recommended minor changes to the definition of “family” and “household”.

A motion was made by Mr. Carboni and seconded by Mr. Mirsky to approve the draft income survey, based upon EDTF recommended changes.

The consultant team will revise the income survey and Mr. Havir will circulate it to the EDTF via e-mail. The matter will then be reviewed by the Public Affairs Committee in May. An introductory letter will accompany the survey and will be mailed to the households with a postage-paid return envelope.

Discussion ensued about the format for the Community Vision Meeting. It was agreed one meeting be held for both the Lynnewood Gardens and LaMott Census Tracts. It was suggested that a Community Visioning Meeting be tentatively

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scheduled for Wednesday, June 10, 2009 at 7:00 p.m. at the LaMott Community Center, which is the same date the EDTF would meet for their regular June meeting.

A motion was made by Ms. Williams and seconded by Ms. Helm to recommend moving the June EDTF Meeting to LaMott Community Center on June 10, 2009, subject to Mr. Havar checking on the availability of the facility.

Mr. Havar suggested that a flier be developed and distributed to the residents publicizing this meeting. Volunteers are needed to get this information out. He noted that he would ask Mr. Moller, Manager at Lynnewood Garden Apartments, to hand deliver the flier to the mailboxes in the Lynnewood Gardens Apartment Complex. Ms. Williams has agreed to hand out the flier at the next LaMott Community Senior Citizen Meeting on May 16, 2009. A draft would be prepared and would be available at the next EDTF meeting.

6. Old Business

A. Streetscape Grant Applications - Mr. Havar noted that PennDOT was still reviewing the funding applications the Township made earlier this year for \$1.8 million dollars for the Elkins Park East Streetscape and \$1.4 million dollar for the Glenside Streetscape Improvements (Phase III).

B. Glenside Trolley/Shuttle Feasibility Study – The Steering Committee met with the consultant team last week on April 7, 2009 and accepted the revised draft report with minor changes. A final report will be submitted to the Township in the next several weeks. It is anticipated that the consultant team will present a brief power point presentation to the Public Works Committee

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on June 9, 2009. It was noted that if the shuttle were to come to fruition, it would require a federal demonstration grant averaging about \$250,000 per year (over a consecutive three-year period), under the Congestion Mitigation and Air Quality (CMAQ) Funding Program. At this juncture, the County has stated it will not support a CMAQ grant. Mr. Havir said without the grant, the shuttle will probably not proceed because the Township is not in a position to fund it. Arcadia University is unable to commit funds as well as the two shopping malls and Lynnewood Gardens Apartment Complex at this time. Therefore, it is not feasible for this project to move forward at this time.

C. Mr. Havir reported that the Montgomery County Commissioners will more than likely authorize a referendum on the November ballot for \$105 million to be approved through 2015 to support economic development initiatives county-wide. Of the seven eligible grant categories being developed by the County, Cheltenham Township appears to be eligible for three of the proposed spending programs but it is still being flushed out. In addition to the funds available for economic development initiatives, the County will be adding to the voters' ballot in November, 2009, a referendum for \$150 million dollars for transportation enhancement programs.

D. Mr. Havir reported that SEPTA and the Cheltenham Chamber of Citizens made presentations regarding a proposed garage at the Jenkintown-Wyncote Train Station on April 14, 2009 at Cheltenham High School. Residents expressed their concern about traffic movement in/out of the station property

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onto Greenwood Avenue. SEPTA has reduced the number of proposed parking spaces from 700 to 600. The proposed height of the garage was reduced from 49 feet to 27 feet. Brick facade was replaced with Wissahickon Schist. There will be additional workshops planned with one scheduled for Thursday, April 23, 2009. Twenty-five invitations in total were sent to civic associations and Jenkintown Borough and Cheltenham Township officials to participate.

7. New Business- The EDTF members were asked to review the Main Street Mission Statement. It was explained, a mission statement is needed in order for the Township to be eligible for Main Street Achiever Status program. Upon discussion, Ms. Shaw was asked to provide a revised version of the mission statement at the May meeting.

8. Main Street Manager Report: Ms. Shaw reported that the following text additions were made to the design of the banners. a) "Downtown" was added, as well as the year. The logo remains the same and this will be used in the bid specification. The hardware has already been purchased. b) Greater Valley Forge Transportation (GVFTA) is promoting a "Commuter Challenge" and asking the employees of businesses in the surrounding area to compete, May through September, to reduce single occupant vehicles on the roadways. Ms. Shaw reported that two businesses in Cheltenham Township appeared to be good candidates for participation: ATD American and Lincoln Investments. Ms. Helm suggested Fox Chase Cancer Center be considered as well. The EDTF concurred and recommended that Ms. Shaw approach these businesses to determine their interest in participation.

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9. Assistant Manger Report – Nothing further to report.
10. Adjournment: The meeting was adjourned at 9:00 P.M. The next meeting will be May 13 at 7:00 p.m. at the Township Administration Building.



David G. Kraynik,
Township Manager

Submitted by
Kathryn Mc Devitt



DESIGN COMMITTEE
CHELTENHAM TOWNSHIP MAIN STREET
ADMINISTRATIVE MEETING MINUTES

MEETING DATE: 04/02/09

TOPIC FOR DISCUSSION

- **Review of last month's meeting minutes**
The minutes of the March meeting were reviewed and accepted as submitted.
- **Applications**
 - **DCGP #09-01, PPI, 7 Wesley Plaza, for (A) sign removal, and (B) façade improvement**
While not unanimous, the Committee recommended approval to the Economic Development Task Force of this part of the application (A) (sign removal) on the condition that the application for part (B) (façade improvement) be completed and presented for the May Design Committee meeting to be held May 7, 2009.

Respectfully submitted,

Ruth Littner Shaw
Main Street Manager

cc: David Lynch
Abbey Spector
Susan Drucker