

Economic Development Task Force Meeting Minutes
March 11, 2009

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Alan Cohen, David L. Cohen, Tom Carboni, Thom Cross, Maureen B. Haff, Virginia Helm, Michael Hock, Fred Milbert, Kenneth Mirsky, Brad Pransky, Raymond Rudofsky, Frederica Waugh and Diane Williams. Staff present was Ruth Littner Shaw, Main Street Manager and Bryan T. Havor, Assistant Township Manager. Guests present were Andrew Hamilton, CVDA, and Isaac Kwan, Urban Partners and Commissioner Drew Sharkey.

1. **Call to Order.** Mr. Alan Cohen, presiding, called the meeting to order at 7:05 p.m.
2. **Approval of Minutes.** The minutes of the February 11, 2009 meeting were accepted as submitted.

Mr. Alan Cohen reminded those present that members' attendance is recorded each month and whether an absence is excused or unexcused. Please contact either Mr. Alan Cohen or Mr. Havor prior to the meeting if you are unable to attend. This will constitute an "excused" absence.

3. Main Street Committee Reports by Chairpersons

A. Design – Mr. Cross reviewed the committee minutes and reported that there was no need for EDTF approval on any matters because there were no façade enhancement applications submitted this month. (see attached)

B. Organization and Development – Mr. Carboni announced that there is a meeting planned for March 19, 2009 with Geoff Brace of the Pennsylvania Downtown Center (PDC) regarding approval of work plans in anticipation of the Township undergoing an assessment review for the Main Street Program Achiever status.

C. Economic Restructuring- There was no report given.

D. Marketing and Promotions Committee –

- David Cohen, District Liaison for Elkins Park East, reported that he had spoken to Hungry Heart Deli whose closing was tentatively pushed back to March 15th but may be moved to May 15th. There was a CreekSide Co-op meeting planned for increased membership and funding. It was announced by Mr. Milbert that the Co-op should be opening by end of the year. There was a question regarding the old Ashbourne Pharmacy which had been sold to Walgreens. Mr. David Cohen reported that the previous owner had three years left on his

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lease and that the previous owner and the current owner had some dispute over rental fees.

- 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 through Mother's Day. There would be a drawing for a \$100.00 shopping spree in Glenside. The winner would have their picture taken and an article would be placed in the local newspaper. The group is working on setting up 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 bids (two of which are under review and one bid is expected) for hanging baskets on Easton Road this Spring. Ms. Haff stated it was along the portion of Easton Road between Glenside Avenue to Waverly Road. Quotes to date are within budget according to Ms. Shaw. There was a discussion about funding and the committee asked if there were funds under the Celebration account for this project. Mr. Havir stated that the status of the account would be reviewed to see if there were sufficient funds in this account. If not the merchants may have to engage in a fund raiser for flowers for Easton Road and Glenside Avenue.
- Ms. Haff stated Barbara Nye, president of the Greater Glenside Chamber of Commerce was unable to attend this month's DGMA meeting but planned to attend in the future. Mr. Alan Cohen inquired if the district liaisons were compiling addresses of businesses within their districts. Ms. Haff said Elayne Aion, owner of The Dovetail Artisans on Glenside Avenue, is setting up a database with the hope of creating a website with a directory of all the merchants in Glenside. Arcadia University liaison Dr. Mucia gave a brief overview of how to market DGMA. There was a question regarding what the status was on Rizzo's restaurant, to which Ms. Shaw responded.
- Ms. Helms, District Liaison for E. Cheltenham Avenue, reported that she met with Ms. Shaw to review the introduction packet, letter of introduction, calendar, calling graduates at restaurants and taking photos of any vacant businesses, etc. Ms. Helms would gauge interest in forming a merchants group in that district. Mr. Helms would speak to the owner of the Melrose Shopping Center in her area about that project.
- Mr. Hoch, District Liaison for Cheltenham Village, reported he is going to get out into his district to visit the merchants who are open on the weekends.

- Mr. Mirksy, District Liaison for Elkins ParkWest, is waiting for information from Ms. Shaw. He noted that the online business directory on the Web is alphabetical and asked if it could be according to streets. Ms. Shaw said she would check with the Township Public Information Officer.

Mr. Alan Cohen, felt it would be beneficial to the District Liaisons if they could get someone to work with them as a team.

4. Chairman's Report - Mr. Alan Cohen reported on the following meetings that he attended:

- Glenside Trolley/Shuttle Feasibility Study Steering Committee study is progressing and a budget is being established by the consultant. One more meeting is planned for April 7, 2009 at 8:30 a.m.
- Jenkintown-Wyncote Proposed SEPTA Parking Garage- meeting was contentious. Attendance was at least 200 plus. Panel recorded the residents' views.

5. Cheltenham Township Community Revitalization Plan Update

Mr. Hamilton, of Carter van Dyke Associates, presented an updated map showing the revised boundaries for an income survey, including a draft of the income survey questions, and a revised project schedule.

A. Review of Boundaries for Glenside Opt-in area in Census Tract 2026.3 – The map was reviewed by the EDTF. The table for the map needed to be corrected to reflect the accurate population to be surveyed in the Oak Summit Apartments which is not to include any student population per the County Revitalization Program guidelines.

B. Review of Draft Survey – The random sample is 51%. Mr. Hamilton said that the survey should be accompanied by an Introductory Letter which would prepare the residents receiving the survey. The letter should include some of the program goals. The survey is very delicate and needs to be positively communicated to increase rate of return. Mr. David Cohen reviewed the survey and wished to make some recommendations as well as other members. Suggestions were offered by the EDTF to clarify the survey questions. A question was asked if the question about ethnicity could be eliminated and asked the consultant team to explore this matter.

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The consultant team was asked to consult with Montgomery County staff and revise the sample survey and send another draft back to the EDTF at next month's meeting.

C. Discussion on Projects and Preliminary Site Analysis

Mr. Hamilton reviewed the implementation activities eligible for implementation grants which include commercial façade enhancements, culture and arts, historical, housing, non-construction, parking improvements, public safety, signage, streetscape improvements, transportation, urban plazas, etc. For example:

Glenside

- Roberts Block Building Improvements
- Bridge Underpass
- Lack of pedestrian amenities along Keswick Avenue between Glenside Avenue and SEPTA overpass.

Lynnewood Gardens

- ADA Improvements
- Pedestrian Safety Improvements
- Outdoor Meeting Place on Park
- Sidewalk Improvements
- Street lighting; benches
- Create better pedestrian flow
- Stormwater Management Improvement

LaMott

- Street Trees
- Pedestrian Lighting
- Streetscape Enhancements along Willow Avenue

The EDTF suggested a Community Visioning Meeting be tentatively scheduled for Saturday, May 18, 2009 at the LaMott Community Center. Mr. Havar will check on the availability of the Community Center and report back at next month's meeting.

6. Old Business

A. Streetscape Grant Applications - Mr. Havar reported that the Township had recently made application to PennDOT under its Transportation and Community Development Initiative grant program for \$1.8 million dollars to fund the Elkins

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Park Streetscape Improvements and \$1.4 million dollar for the Glenside Streetscape Improvements. He noted that the Glenside Streetscape Project appeared to be ranked higher in priority based on the state funding criteria for awarding an initiative grant. Mr. Havar said the Township is waiting to see where it stands with the economic stimulus funding under the Federal American Recovery and Reinvestment Act of 2009; to which the Township has applied for up to seven million dollars. The federal government has a website with a ranking system of the municipal projects. Mr. Havar was asked to e-mail the website link to the members.

B. Glenside Trolley/Shuttle Feasibility Study – The Steering Committee met with the consultant team last week to review the preferred trolley route. The consultant presented additional cost estimates. It was noted that if the trolley were to come to fruition, it would require a federal demonstration grant averaging about \$250,000 per year (over a three year period), under the Congestion Mitigation and Air Quality (CMAQ) Funding Program.

C. Mural Arts Update: The timeline is that the tunnel will be cleaned by SEPTA by April 1. The artist Ryan Heiser will begin outlining the tunnel April 4, and the public will sign up to paint the actual tunnel. It is anticipated to be completed by Mothers' Day. Mr. Cross expressed concern about the supervision of the project and the age of the children that would be involved in the project. It was the recommendation of the EDTF that in order to get the public to participate, there will be outreach made to high school art teachers and to the public in general. In addition, it was the consensus of the committee that school children no younger than thirteen years of age should participate.

7. New Business

Mr. Cross brought to the committee's attention that there seems to be two different styles of benches in the Glenside Business District. One bench has a center post which makes it difficult to place a nameplate properly in the center. Mr. Havar will follow up with the contractor on this matter and review the bid document to determine if the correct style of bench was installed.

Ms. Haff reported that the Easton Road street lamps were out between Weight Watchers and PNC Bank at 101-113 S. Easton Road.

8. Main Street Manager Report: Ms. Shaw reported on the following:

- A. Invitation to paint mural arts tunnel
- B. Approval of District Representative form and format
- C. City Map final draft
- D. Need a phone caller for high schools and colleges – Ms. Williams volunteered.

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9. **Assistant Manger Report** – Nothing further to report.
10. **Adjournment:** The meeting was adjourned at 9:30 P.M.



David G. Kraynik,
Township Manager

Submitted by
Kathryn Mc Devitt



Meeting Attendance Sheet

Economic Development Task Force



Wednesday, MARCH 11, 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	THOM CROSS	215. 913. 0681	Y
2	Ken Mirsky		Y
3	Raymond Rudofsky		Y
4	Maurice Hoff		
5	Fredricka Walsh	fer.walsh3@verizon.net	Y
6	Tom Carboni	215-635-1128	Y
7	DIANE WILLIAMS	dcbmwilliams@msn.com	Y
8	Mike Hor	mhorh@academiesinc.org	Y
9	VIRGINIA HELM		Y
10	FRED MILBERT		X
11	DAVID L. COHEN		Y
12	Alex Cohen	PENN COCO@HOTMAIL.COM	Y
13	BRAD BRANSKY		✓
14	Commissioner Drew Sherkay		N
15	Andy Hamilton		
16	ISSAC KWON		
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DESIGN COMMITTEE
CHELTENHAM TOWNSHIP MAIN STREET
MEETING MINUTES

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

MEETING DATE: 03/05/09, 7:00 pm

PRESENT: Committee members: Thom Cross, Chair, David Coffin and David Schmauk.
Staff: Ruth Littner Shaw, Main Street Manager, Cheltenham Township

TOPICS FOR DISCUSSION

- **Review of last month's meeting minutes**
The minutes of the February meeting were reviewed and accepted as submitted.

- **Applications**
 - **DCGP #09-01, PPI, 7 Wesley Plaza, for sign removal**
This application for a DCGP requires a 2nd proposal for all work projects such as sign removal in order to be considered for a reimbursement grant. The applicant was requested to be present for the meeting and did not attend. The application was tabled until such paperwork is received and the applicant is present.

 - **DCGP #09-02, 2 Easton Road, for exterior changes**
This application for a DCGP also requires a 2nd proposal for the project in order to be considered for a reimbursement grant. The applicant was requested to be present for the meeting and did not attend. The application was tabled until such paperwork is received and the applicant is present.

- **New Business**
There was no new business.

Respectfully submitted,

Ruth Littner Shaw
Main Street Manager

cc: David Lynch
Abbey Spector
Susan Drucker