

Economic Development Task Force Meeting Minutes  
February 11, 2009

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Alan Cohen, Thom Cross, Tom Carboni, Virginia Helm, Fred Milbert, Kenneth Mirsky, Brad Pransky, Raymond Rudofsky, Mary Galbally, Michael Hock, Diane Williams, and Maureen B. Haff. Staff present was Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Others present were Helen Mazzaccaro, MCPC, Andrew Hamilton, CVDA, Isaac Kwan, Urban Partners.

1. **Call to Order.** Mr. Havir called the meeting to order at 7:00 p.m. Mr. Havir introduced Kathy Mc Devitt as the new secretary for the Assistant Township Manager's office.
2. **Annual Reorganization of Officers.** Mr. Havir opened the floor for nominations for Chairman. Ms. Helm made a motion, seconded by Mr. Mirsky to nominate Alan Cohen, as Chairman. Having no other nominations, Mr. Havir closed nominations for Chairman. The members voted unanimously for Mr. Cohen as Chairman. Mr. Cross nominated Maureen Haff for Vice-Chairman, who subsequently declined. Mr. Cross then nominated Mr. Carboni as Vice-Chairman seconded by Virginia Helm. Nominations were closed for Vice-Chairman. The members unanimously voted for Mr. Carboni as Vice-Chairman.
3. **Approval of Minutes.** The minutes of the January 14, 2009 Meeting were accepted as submitted.

Chairman Cohen introduced two new members: Mr. Michael Hock, resident of Cheltenham Village and Diane Williams a resident of LaMott. Both members gave a brief description of their background and interests in serving on the Task Force.

**4. Cheltenham Township Community Revitalization Plan Update**

- A. **Project Background:** Mr. Havir provided some background on the purpose of the revitalization plan update and referred to the five year assessment report, completed by the Township in June, 2007.
- B. **Introduction to consultant team:** Andrew Hamilton of Carter van Dyke and Associates introduced himself as well as Isaac Kwan, of Urban Partners. Mr. Hamilton gave a brief description of his background and led a group discussion of what the EDTF goals and/or visions were for the Community Revitalization Plan Update. It was noted that the EDTF under the program requirements will serve as the Municipal Revitalization Board and a member of the County Planning staff will participate in the meetings

where the plan update is discussed. The final draft Plan should be submitted to Montgomery County Community Planning by January 15, 2010. There is a need to get public outreach and public input completed by early August or late July or early August. The next step would be to present a preliminary draft plan to the Public Affairs Committee which is tentatively scheduled for September 2009, subject to modification. Two handouts were distributed for review of the census map delineating a proposed boundary on both sides of Glenside Avenue that included Census Tract 2026.3, Blocks 4009, 4010, 4011, 3000, 3007, and 3006. It was determined that an income survey would be needed for this area under the county's opt-in criteria. Following a lengthy discussion and review of the census tract maps, it was decided that Mr. Hamilton would need to re-map the areas and review the information with Mr. Havir and Ms. Mazzaccaro and present an updated plan showing the revised boundaries for an income survey, including a draft of the income survey questions, and a revised project schedule at next month's EDTF meeting.

#### **5. Main Street Committee Reports by Chairpersons**

**A. Design** – Ms. Shaw reported that Mr. Barry Cassidy, Main Street Manager of Phoenixville, was the featured speaker at the February 5, 2009 Design Committee meeting. Mr. Cassidy had managed the issues associated with the care and protection of pavers in Phoenixville and three other streetscape projects. He discussed items such as: stockpile materials; who does the repair work; how to control damage, etc. Further discussion included maintenance endowments necessary to protect streetscape improvements in Glenside.

Mr. Cross noted that the Township's position is that it would like to see Township-approved contractors perform the work. It was also suggested that a care and maintenance document should be developed to distribute information to property and business operators, and to let them know to contact the Township to work out arrangements to begin repair or maintenance work. The same information sheet should be given to all utility companies. All independent contractors have to work through the Township. (See Design Committee Minutes attached)

At this time, Mr. Cross reviewed a draft brochure prepared by Township Staff. Mr. Cross stated that Ms Shaw would hand distribute these to the businesses within the areas in Glenside that contain paver blocks. Maureen Haff on behalf of the Glenside businesses felt that sentiments are good regarding improvements, although, there is some concern regarding snow plows' potentially damaging the concrete paver blocks.

Economic Development Task Force Meeting Minutes  
February 11, 2009

Mr. Cross asked Ms. Shaw to set up a date to meet with Rudy Kastenhuber, Public Works Coordinator, to discuss developing a procedure for the handling of damage to streetscape improvements. Mr. Cross will edit the draft maintenance brochure and return it by Feb 18<sup>th</sup>.

**B. Organization and Development** – Mr. Carboni announced that Geoff Brace of the Pennsylvania Downtown Center (PDC) will be meeting with Ms. Shaw at the Township Building regarding work plans in anticipation of Achiever Assessment status. She will bring up the issue of training (Mr. Milbert, the new Chair of the Economic Restructuring Committee) at a preliminary meeting.

**C. Economic Restructuring-** There was no report given.

**D. Marketing and Promotions Committee** - Maureen Haff reported that she attended the Glenside Merchant's Group Meeting on February 11, 2009. The group decided, based upon the success of the Christmas coupon book, 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; John Unger of the Mt. Airy/Wadsworth Avenue Project sent an e-mail to invite the group to a seminar at Wadsworth Library that evening of the meeting; The SBDC-Temple offered to help individual businesses with their plans; The group will be setting up a business checking account at Citizens Bank in Glenside with three merchants as official signors. No incorporation needed at this time. The group is trying to put together a Welcome letter to send to new residents with coupons and news about what's going on in Glenside. Commissioner Sharkey will provide a new resident list monthly; The group is working on raising money to purchase flowers for hanging flower baskets for spring. They may engage in a fund raiser for Easton Road and Glenside Avenue; the email business newsletter which goes to businesses, professionals and retailers will now have a space to advertise. The suggested amount for such an ad is \$10.00, but the group found that to be too low and suggested a new rate table be discussed.

Ms. Haff noted the following concerns were voiced from Wesley Pharmacy at the meeting: There are not enough parking spaces along Easton Road because of the new acupuncture school now at Won Institute, and students taking up parking on Easton Road and on New Street. Merchants, formerly parking along New Street, are forced to park on Easton Road and some have received parking tickets. Wesley Pharmacy made several suggestions on how to deal with current situation. Mr. Havir said he would pass along the concern to the Zoning Department to see if it could determine if the property owner was

Economic Development Task Force Meeting Minutes  
February 11, 2009

satisfying the parking requirements for the additional students. Ms. Shaw was asked to follow up on when parking ticket fees were increased from \$5.00 to \$20.00.

Ms. Haff also stated that Bill Hibbert asked if the new granite concrete curbs on Easton Road could be sanded down near driveways so that tires are not damaged, in particular, the curb by the Hess Station and The Paint Store. Mr. Havar noted the matter was discussed last evening by the Public Works committee and the design of the curbs satisfied PennDOT standards; however, the Township Public Works personnel will monitor the situation.

Members had questions about the fire at Jasmine Restaurant. They asked if they should be concerned about electrical problems in the future, since they believe this type of underground fire has happened in the past near Santilli's on Easton Road. Mr. Havar explained that the underground electrical transformer wires and electrical equipment belong to PECO and they have made repairs. Ms. Haff stated, in the future, Barbara Nye, president of the Greater Glenside Chamber of Commerce will attend the Glenside Merchant Meetings.

At the request of the EDTF Chair, Alan Cohen, EDTF members were assigned as district representatives to the 5 Commercial Districts earlier this month as follows: Glenside – Maureen Haff, Elkins Park East – David Cohen, Elkins Park West – Ken Mirsky, Cheltenham Village – Michael Hoch, and East Cheltenham Avenue - Virginia Helm. Ruth met with Virginia Helm, Michael Hoch and Maureen Haff to discuss tasks and responsibilities associated with the new volunteer positions of District Representative, where one person becomes responsible for some Main Street efforts in a particular district. Alan Cohen would like the District Representatives to report on each district monthly.

At this time, Ms. Shaw reported on the following:

- The Glenside Street Fair will be September 26 with a rain date of October 3, 2009.
- The PDC annual meeting in Johnstown will be held June 7 to 10. Formal Townie Awards will include nominations for the Glenside Streetscape Improvement Project and Maureen Haff, Chair, Marketing and Promotions Committee as Volunteer of the Year. Nominations to be closed by March 31. Cheltenham in Bloom is the next event upcoming in Elkins Park.

6. **Chairman's Report** - Mr. Cohen attended meeting on February 10, 2009 at Eastern Montgomery County Chamber of Commerce which addressed the current economic conditions in the nation.

7. **Old Business**

- A. Streetscape Grant Applications - Mr. Havir reported that the Township recently made application to PennDOT under its Transportation and Community Development Initiative grant program for \$1.8 million dollars to fund the Elkins Park Streetscape Improvements and \$1.4 million dollar for the Glenside Streetscape Improvements.

- B. Glenside Trolley/Shuttle Feasibility Study – The Steering Committee met with the consultant team last week to review the two alternative bus routes (short & long). The consultant is developing additional cost estimates. There will be a meeting again on March 3, 2009 at 8:30 a.m. at the Township Administration Building.

- C. Mural Arts Update: The timeline is that the tunnel will be cleaned by SEPTA by April 4. The artist Ryan Heiser will begin outlining the tunnel during April, and the public will sign up to paint the actual tunnel. It is anticipated to be completed by Mothers' Day. In order to get the public to participate, there will be outreach made to school children older than 10 years of age, to high school art teachers and to the public in general.

8. **New Business**

Mr. Havir noted that The Greater Cheltenham Avenue Business Improvement District (GCA BID) Steering Committee will be meeting on February 24, 2009 at 10:00 a.m. at Cedarbrook Mall. Assessment bills will have to be sent to 290 commercial property owners later this spring.

Mr. Havir said SEPTA announced a tentative meeting scheduled for February 24, 2009 at 7:30 p.m. at Cheltenham High School regarding Jenkintown-Wyncote Parking Garage. Eight hundred residents will be invited to the meeting by direct mail based on input from two meetings held in the spring and fall.

Mr. Pransky discussed Creekside funding, application, developers, membership together. He said the community is extremely excited about this project.

9. **Main Street Manager Report:** Nothing further to report except what was appended to Agenda.

Economic Development Task Force Meeting Minutes  
February 11, 2009

**10. Assistant Manger Report:** Nothing further to report.

**11. Adjournment:** The meeting was adjourned at 9:30 P.M.



David G. Kraynk,  
Township Manager

Submitted by  
Kathryn Mc Devitt



# Meeting Attendance Sheet

## Economic Development Task Force



Wednesday, February 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	RAYMOND RUDOFESKY	RAYRUDO@YAHOO.COM	Y
2	THOM CROSS	TCROSS@REGANGLINECROSSLLC.COM	Y
3	FRED MILBERT	FMILBERT@GMAIL.COM	Y
4	Kenneth Mirsky	KUMIRSKY@COMCAST.NET	Y
5	VIRGINIA HELM		Y
6	DIANE WILLIAMS	dcbmwilliams@msn.com	Y
7	Maureen B. Hoff	sweetmagglenside@gmail.com	Y
8	Mary [unclear]	mpg@snip.net	Y
9	Alan [unclear]	penn2010@1701mail.com	Y
10	Tom Carboni	tomcarboni@aol.com	Y
11	Hannah Mazzaccaro	hmazzacc@montcopa.org	N
12	Mike Hoch	mhoch@academiesinc.org	Y
13	Bryan Havis		
14	Butler Litterer Shaver		
15	Lena Kravsky		
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			