

The regular meeting of the **ECONOMIC DEVELOPMENT TASK FORCE (EDTF)** for April 2017 was held tonight. Members in attendance were: Vice Chair Jonathan Essoka, Fred Milbert, Deb Campbell, Charley Harmar, Rita Rosen Poley, Kim Rose, David Rosenberg, and Daniel Blum. Ex Officio member present: Margo Scavone. Guests present: Commissioner Drew Sharkey and Mitch Zygmund-Felt. Staff present: Alyson Elliott, Assistant Township Manager.

### 1. CALL TO ORDER

A. Mr. Essoka called the meeting to order at 7:05 p.m.

Mr. Essoka announced that David Kratzer officially resigned from the EDTF. His contributions to the EDTF will be missed.

### 2. APPROVAL OF THE MINUTES

A. A motion was made by Mr. Harmar, seconded by Ms. Poley, and unanimously approved by an 8-0 vote to approve the meeting minutes of March 21, 2017.

### 3. COMMITTEE REPORTS

#### A. Design

1) *Signage Application for 129 East Glenside Avenue, Glenside* – Ms. Elliott reported that the Design Committee reviewed this application and supported the issuance of a Certificate of Appropriateness. The Committee thought the signs were attractive and liked the proposed dark background of the freestanding internally illuminated sign.

**Action:** Upon motion of Ms. Campbell, seconded by Ms. Poley, the EDTF unanimously, by an 8-0 vote, recommended the Planning & Zoning Department issue a Certificate of Appropriateness for the freestanding sign and awning sign package to 129 East Glenside Avenue, Glenside.

2) *Recap on 8250 Old York Road, Elkins Park* – Mr. Milbert explained that he, Mr. Kratzer, Township Staff and several Commissioners met with Bruce Goodman, owner of the property, to discuss concerns with the signs approved by the Zoning Hearing Board. He said the group received an email from Mr. Goodman stating he would reverse the background of the monument sign along Old York Road to a dark background so long as he does not find a tenant with a long name, citing that the smaller text would not be as visible on a dark background. The group was not able to get him to reduce the size of the sign or otherwise conform with the zoning requirements.

3) *Discussion on Sign Ordinance* – The EDTF reevaluated the position it took on reviewing signs at its meeting in March. It decided that reviewing sign applications does not help it meet its objective of promoting economic development in the Township; rather reviewing and recommending policies – such as possible amendments to the sign ordinance – would.

**Action:** Upon motion of Ms. Campbell, seconded by Mr. Rosenberg, the EDTF passed by an 8-0 vote, to amend the Township's sign ordinance to remove EDTF as an advisory committee that reviews sign applications in the Commercial Districts and to review the sign ordinance and make recommendations to improve and promote economic development in the Township.

Ms. Scavone has started to look at the current sign ordinance to make recommendations to amend the sign ordinance.

**B. Marketing** – Mr. Rosenberg and Mr. Blum said they are looking into developing a business directory on a separate website. Their intent is to develop a directory that is more comprehensive, user-friendly, up-to-date and attractive than the current directory on the Township website. They will develop a proposal for the EDTF to review and eventually make a presentation at a future meeting.

**C. Business Recruitment and Retention** – No report.

**D. Habitat for Humanity** – It was recommended that the EDTF work with the CTCDC to see if it would be the appropriate venue for Habitat to connect with the community.

**E. Commercial Districts**

1) *Glenside* – Ms. Campbell reported that Saturday, April 22 is the Glenside Arts Festival ([www.downtownglenside.com](http://www.downtownglenside.com)). David Guinn and the students at Arcadia will be completing the mural on the SEPTA overpass. In the fall, the Philadelphia Museum of Art will be displaying 10 works of art along the sidewalks in Glenside as part of its “Inside Out” program.

2) Ms. Campbell asked about the possibility of placing stickers on the parking meters to better advertise free parking in the commercial districts on Saturdays.

**4. CHAIR’S REPORT – None.**

**5. STAFF REPORT**

**A. 2017 Grant and Project Updates.** Discussion on this topic was tabled.

**B. Business Privilege Tax Interoffice Procedure.** Ms. Elliott reported that Township staff and the Tax Collector met to discuss and develop an interoffice procedure to ensure the Township is increasingly successful in collecting business privilege taxes for contractors working in the Township more than 15 days. Mr. Milbert said that this tax is 0.4 mils and could add up.

**6. OLD BUSINESS**

**A. Tax Abatement Program.** The EDTF discussed various options for abatements. It was a general consensus that they would like to make the abatement apply to all nonresidential properties in the Township, rather than just in the commercial districts. They were unsure of how effective an abatement would be in terms of additional tax revenue. They would like to research the impact of abatements on other local communities before making any recommendations on how the abatement should be structured.

**7. NEW BUSINESS – None.**

**8. CITIZENS’ FORUM – None.**

**9. ADJOURNMENT**

**A.** There being no further business, Mr. Essoka adjourned the meeting at 8:27 p.m.



Bryan T. Havir, Township Manager

Submitted by: Alyson Elliott



Meeting Attendance Sheet

**Economic Development Task Force**



Tuesday, April 18, 2017, 7:00 p.m.

**Cheltenham Township ANNEX**  
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	CHARLEY HARMAR	CHARMAR@USREALTYCAPITAL.COM	Y
2	Dan Blum		Y
3	FRED MILBERT		Y
4	MICHA ZYGMUND-FELT		
5	Rini Russo		Y
6	RITA Poley		
7	MARGO SCAVONE	marscau@gmail.com	
8	Jonathan Esseka		Y
9	David Rosenberg		Y
10	Deb Campbell	deb@dcinteriors.net	
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			