

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka, Maureen Haff, David Kratzer, Dwight Pedro Lewis, Denise Marshall, Fred Milbert, Kenneth Mirsky, Brad Pransky, David Rosenberg, Steve Vahey and Diane Williams. Guests present were: Drusilla Buscemi, ex-officio member representing Arcadia University, Dottie Baumgarten, Philadelphia Water Department Education Consultant, and residents Christine White and Brian White. Staff present was: Bryan T. Havir, Assistant Township Manager. (see attached attendance sheet).

1. **Call to Order.** Vice Chairman David Cohen called the meeting to order at 7:08 p.m. and announced that Agenda Item No. 3 would be deferred to a future meeting.

2. **Approval of Minutes.** Mr. Rosenberg made a motion to approve the June 20, 2011 meeting minutes as submitted; seconded by Mr. Mirsky. Motion was approved.

3. **Main Street Committee Reports by Chairpersons:**

A. Design – Messers. Kratzer and Havir reviewed the three sign permit applications that were recently filed with the Township’s Building and Zoning Office for Certificates of Appropriateness. They were as follows:

- *580 Township Line Road - Vikki’s Nails Spa.* The Committee recommended to the EDTF that the sign be approved as submitted subject to the condition that it has an opaque background with illuminated lettering in the 3’ X 12’ sign cabinet. The text should be modified to remove the address. Upon motion by Vice Chairman Cohen, the recommendation was unanimously accepted by the EDTF.
- *2 Limekiln Pike – Salon²Two.* The Committee recommended to the EDTF that the two (2) façade signs be approved as submitted subject to the condition that it has an opaque background and illuminated lettering in the cabinet portion of the sign. Upon motion by Vice Chairman Cohen, the recommendation was unanimously accepted by the EDTF.
- *61 W. Cheltenham Avenue, Melrose Shopping Center- Springleaf Financial.* The Committee recommended to the EDTF that the sign be approved as submitted. Upon motion by Vice Chairman Cohen, the recommendation was unanimously accepted by the EDTF.

B. Organization and Development – No report.

C. Economic Restructuring – No report

1) **Recruitment** – No report was given.

2) **Retention** – No report was given.

D. Marketing and Promotions Committee – Reports were provided from the following liaisons:

- District Liaison for Elkins Park East – Vice Chairman Cohen asked Mr. Milbert to provide a brief update on the CreekSide Co-op. The Co-op has a loan commitment from USDA for acquisition and continues to work with The Reinvestment Fund (TRF) for a construction loan. Information will be going out via e-mail this week for a fundraising membership drive. The Co-op has an agreement of sale when a down payment is made to purchase the former Ashbourne Market building. The Co-op also continues to sponsor the High School Park Farmers' Market every Sunday, which has been successful.
- District Liaison for Glenside – Ms. Haff reported under Marketing and Promotion, the Glenside Street Fair will be held on September 17, 2011 from 11:00 to 4:00 p.m. with a rain date of September 18, 2011; and that the Abington Township Keswick Village merchants have decided to host a sidewalk sale on the same date. The Downtown Glenside Community Partnership (DGCP) has their website up and running and the vendor application for the street fair is available. Also, Glenside Bike Night will be held on Saturday, August 6, 2011 from 4:00 to 9:00 p.m. between Waverly Road and Mt. Carmel Avenue. Ms. Haff noted that Arcadia University is sponsoring a community service day for new students on August 29, 2011 as part of their freshman requirements. Painting murals was one idea discussed; however, any other projects for volunteer service may be

considered. Discussion ensued. Vice Chairman David Cohen volunteered to help with review of planning and requirements for painting murals; however, it was the consensus of the EDTF that this year was probably too soon and we should be planning for this type of activity for next year because of the community review process involved in approving murals.

Ms. Haff raised the matter of fundraising for events in the various commercial districts. Vice Chairman Cohen explained that in the past a member of the Marketing and Promotions Committee had approached several area banks about event sponsorships. Through these efforts as well as revenue generated from the Glenside Street Fair, funds were available for events in the various commercial district events.

As this was somewhat successful in the past, it was suggested that a letter could be drafted from the Township/EDTF that could go to the banks in the area for event sponsorships. It was suggested that EDTF liaisons could deliver the letter to the bank branch managers in their respective commercial districts. A follow up to the letter would be needed. Messrs. Essoka, Lewis and Rosenberg volunteered to help in this effort and requested a list of events from Marketing.

- District Liaison for East Cheltenham Avenue – Vice Chairman David Cohen noted that Mr. Lewis has agreed to serve as liaison for this district which covers the area along Cheltenham Avenue between Bell Mawr and Mill Roads.
- District Liaison for Cheltenham Village – Vice Chairman David Cohen stated that there is currently no liaison for this area and asked if anyone was interested in volunteering to serve as liaison.

- District Liaison for Elkins Park West – Mr. Mirsky reported that Leslie Richards has set up a campaign office in the Yorktown Plaza.

E. Cheltenham Charm – Ms. Williams reported the planting projects at the Township Park Entrance signs are holding up in the extreme heat. Ms. Williams inquired about plans for sprucing up the Township-owned properties and parkland that will be showcased in the Township for the America In Bloom (AIB) visit. Mr. Havir stated that he would be meeting with the Parks Superintendent on Wednesday to tour some of the park areas. He also noted that some areas may have been affected by the extreme weather conditions.

4. Vice-Chairman's Report – Vice Chairman David Cohen suggested having a presentation at next month's meeting where Mr. Havir and Chairman Cohen outline key issues in a formal and free flowing process on the role of EDTF and future Main Street Committee structure. Mr. Havir and Vice Chairman Cohen will work on the approach for next month's meeting. Additionally, Vice Chairman Cohen asked the members if they would be interested in holding a special meeting in August. The consensus was unanimous to hold a meeting in August. Vice Chairman Cohen offered to conduct the discussion on the future role of the EDTF.

5. Old Business

A. Beautification Committee (AIB) – Ms. Williams and Mr. Havir reviewed the latest version of the itinerary with the EDTF members for the AIB national judges visit on August 4-5, 2011. Ms. Williams stated that there are slight changes to the itinerary due to driving distances and logistics. Ms. Williams mentioned that Melrose Park Country Club agreed to host a tour of their garden and one of the golf greens. Ms. Williams stated that the judges' lodging has been arranged and a complimentary lunch for the meet and greet session at the Township Administration Building (TAB) will be provided by Frank's Pizza on August 4, 2011. EDTF members were encouraged to attend the meet and greet on August 4,

2011 at the Township Administration Building. Dinner that evening still needs to be finalized.

Breakfast on August 5, 2011 will be provided by Elcy's in Glenside; arrangements for lunch at La Mott Community Center are still being finalized and snack packs are being provided by Drusilla Buscemi of Arcadia University. Discussion ensued about informing business owners in the various districts via e-mail blasts or flyers about the judges' visit and sprucing up their areas for the visit. The Scribe Group will host the film, Precious Places with segments highlighting the La Mott Community Garden and High School Park. Press releases and e-mail blasts will be provided by the Township as well as The Scribe to advertise the judges' visit.

B. Continued Discussion of Proposed Glenside Business Improvement District (BID) Main Street Program – Vice Chairman David Cohen referred to the Delta Development Group's Report from the June 21, 2011 meeting with commercial property owners recommending that the next step be taken to hold a public hearing to allow the property owners to vote whether to move forward or not and copy of memorandum from Mr. Havir to the Township Manager indicating that a review and discussion was scheduled for this evening. Discussion ensued about how many votes were needed to approve the BID, assessments and five year sliding scale term, executive director, non-profit status, billing and collections and the next step if the BID is approved. Vice Chairman David Cohen made a motion to recommend that this matter be placed on the Public Affairs Committee Meeting on August 3, 2011. The motion was unanimously approved.

C. Update on Easton Road Streetscape & Traffic Calming Project, Phase III - Mr. Havir reviewed the current status of the contractor's work, including the schedule for paving, installing sidewalks and curbs and delivery of the traffic pole standards and bases. A brief discussion ensued regarding a ribbon cutting ceremony to be held at the Glenside Street Fair highlighting the completion of the Phase III Easton Road Streetscape project. The EDTF endorsed this idea and recommended that the Township

Administration work with the Glenside Street Fair Committee to finalize the details for the ceremony around 1:00 p.m. on September 17, 2011.

D. Municipal Separate Stormwater Sewer System (MS4) - Mr. Havir explained that municipalities are required to develop and implement a stormwater management system to reduce contamination of stormwater runoff. As part of that requirement, the Township is required to provide public education and outreach to residents and businesses about stewardship of property and good housekeeping policies (best management practices) to address stormwater runoff. Ms. Dottie Baumgarten was present and reviewed her outline (see attached) how that education would be offered to the five commercial districts and district liaisons and use of educational materials developed by the Partnership for the Delaware Estuary with focus on local issues and businesses. Ms. Baumgarten will e-mail the times and dates and locations for the five meetings in August. As the educational program progresses, additional businesses districts will be included.

6. *New Business* –

A. Mr. Havir announced that a Transportation Community Development Initiative (TCDI) Planning Grant funding application is due September 1, 2011 via Delaware Valley Regional Planning Commission (DVRPC). Following discussion, Vice Chairman Cohen made a motion to have Township staff prepare the wording for a resolution on behalf of the EDTF recommending support of filing an application for a TCDI planning grant application up to \$60,000 to the Public Works Committee for a walkability and bike-ability audit with the details on the matching funds to be worked out by Staff. The motion was unanimously approved.

7. *Assistant Township Manager's Report*

A. Mr. Havir noted that streetlights on five streets (Beech, Cedar, Graham and Sycamore Avenues and B-D Street) have been energized. Additionally, the Montgomery County Commissioners approved

a Phase II grant in the amount of \$237,148 for the north side of Beech, east and west side of Penrose and north side of Cheltenham Avenue. Streetlights should be installed this fall.

Ms. Williams inquired if the 2010 Census statistics were updated for eligible census tract areas for community revitalization program participation.

B. Mr. Havir announced that the Board of Commissioners has requested an EDTF member serve as a Liaison for Cheltenham Avenue which covers the Greater Cheltenham Avenue Business Improvement District.

C. City Map – Mr. Havir updated the members on the status of the map and asked for input regarding text and photos for the front cover. Ad space in the map has been completely sold out. Final submissions will be made this week. Distribution of the maps is anticipated by Labor Day.

8. Citizens' Forum – Vice Chairman David Cohen acknowledged guests Christine White and Brian White. Brian White attended the meeting as part of the requirements for a Boy Scout Merit Badge. Chairman David Cohen thanked the guests for attending and welcomed any formal or informal participation.

Ms. Williams updated the EDTF on upcoming events of the La Mott Community Garden Group.

9. Adjournment: Vice Chairman David Cohen adjourned the meeting at 9:05 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, July 19, 2011, 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	Dwight Parslow		X
2	David Rosenberg		Y
3	FRED MILBERT		Y
4	DAVID L. COVINO		Y
5	Kenneth Misk		Y
6	DAVID KRATZER		Y
7	Maureen Hoff		Y
8	Walter Baumgarten		N
9	Doris Ann Buscemi		N
10	Denise Marshall		Y
11	BRAD PRANSKY	N	Y
12	Jonathan Essaka		Y
13	Steve Vaher		Y
14	Christine Blutte		N
15	Brian White		N
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Stormwater Management:

Businesses in Cheltenham Township
can reduce stormwater pollution and reduce the volume of stormwater run off.

Cheltenham Village, East Cheltenham Avenue, Elkins Park East, Elkins Park West, Glenside

What is Stormwater and why does it matter? -the global perspective -the local perspective - What's a business person to do?

Everyday habits of a business can cause or reduce pollution to our streams. Learn good housekeeping practices that protect Cheltenham Township's Tookany Creek and the Tookany Creek Watershed.

Best management practices that **reduce stormwater pollution**: cleaning outside, storing materials, protecting the storm drain, vehicle washing, winter de-icing, spill control, and more.

Best management practices that **reduce stormwater volume**: plant a tree, use rain barrels, plant a rain garden, plant a wildflower meadow, create a container garden, and other ideas.

Dottie Baumgarten

Sponsored by Cheltenham Township, and its Economic Development Task Force, The Tookany/Tacony Frankford Partnership Inc., and Philadelphia Water Department.