

The regular meeting of the **Economic Development Task Force (EDTF)** was held tonight. Members present were David L. Cohen, Thom Cross, Virginia Helm, Commissioner Drew Sharkey, and Fredericka Waugh. Guests present were Marc Feller and Judge Chris Cerski. Staff present was Bryan T. Havir, Assistant Township Manager and Ruth Littner Shaw, Main Street Manager.

1. In the absence of Interim Chair Alan Cohen, Assistant Township Manager Havir called the meeting to order at 7:00 P.M. Mr. Havir said the Township was recently notified that Mr. Cohen was hospitalized.

2. Upon motion of Mr. Cross, and approved by the EDTF, the minutes of the December 12, 2007 Annual Joint EDTF and Main Street Committee meeting were accepted as corrected. The correction noted was that Ms. Fredericka Waugh was present at the meeting. Also noted was that the minutes should be made uniform to reflect “Mr. Alan Cohen” and not Mr. Cohen in order to distinguish between other members with the same last name.

3. Under *Committee Reports*, the following items were discussed:

A. **Design Committee.** Mr. Cross reviewed the January 3, 2008 meeting minutes as follows:

- NDCGP #08-01, Jackson Hewitt, 107 S. Easton Road, Glenside, for signage. Mr. Cross reviewed the second proposal submitted by the Applicant that showed channel letters on a raceway, which was lauded by the committee members as more in line for what is expected in the district. The Committee requested that the proposed sign be placed to match its neighbor so as to keep a sense of balance and uniformity among the storefronts in that two-building architectural match. Therefore, upon motion of Ms. Waugh, seconded by Commissioner Sharkey, the EDTF accepted the Design Committee’s recommendations with the following three conditions: (1) that the sign be composed of channel letters and not be a cabinet sign; (2) that the front elevation of the building at street level be painted a charcoal grey or soft grey so as to better complement the sign text and logo as well as the neighboring store, and (3) that the sign be placed in the lower of two available spaces so that it more logically appears balanced with its neighbor.

B. Marketing & Promotions and Organization & Development

Committees. Ms. Haff updated the EDTF about the December 2007 Winterfest event. She noted that the committee was desirous of changing the date and time of the monthly committee meeting. The next meeting will be held on the last Tuesday of every month.

Organization & Development Committee. Ms. Haff announced that a new chair is being sought. Commissioner Sharkey suggested that co-chairs be considered in administering this committee. The name of Tom Carboni was put forth as a possible co-chair of this committee.

C. Economic Restructuring Committee. There was no report. There was discussion on perhaps searching for a co-chair to assist Mr. Pransky in managing this committee.

4. Under *Old Business*, the following items were discussed by Mr. Havir:

A. Greater Cheltenham Avenue Business Improvement District. The Township of Board of Commissioners adopted the Greater Cheltenham Township Business Improvement District (BID) ordinance at its meeting on December 18, 2007 affecting the 40 commercial properties on the Cheltenham side of Cheltenham Avenue. Mr. Havir noted that there were no written objections filed by the 40 commercial property owners in Cheltenham Township. The City of Philadelphia will be introducing companion legislation for the BID in the next month. It is anticipated that the City will adopt its ordinance by April.

B. Glenside/Trolley Shuttle Feasibility Study. The kick-off meeting with the steering committee will be held on January 29, 2008 at 8:30 A.M. in the Township Administration Building.

C. Glenside Streetscape Enhancement Project. Contracts are in the process of being awarded by PennDOT with Township concurrence. The Township's Board of Commissioners is scheduled to take action at its meeting on January 22, 2008. Marino

Corporation of Skippack, PA, was the lowest responsible bidder. PennDOT has scheduled a pre-construction conference for Friday, January 18, 2008 at 10:00 A.M.

D. Outdoor Art Project in Elkins Park East Commercial District. Mr. Havir advised that to commence the mural arts project, a public visioning process must be held to discuss and formulate ideas for the creation of the mural at the Elkins Park Train Station, similar to what was done for the outdoor sculptural art at 124 South Easton Road. Ms. Bonnie Hayes, Professor of Humanities of Arcadia University was contacted to facilitate the sessions but has not committed. Discussion ensued. It was noted that there are several issues relative to the tunnel (flooding, repairs to stairs, rails and lighting) that SEPTA should consider before actually commencing with the mural arts project. The grant expires at the end of August 2008. At a minimum, the design of the mural art must be finalized no later than June. The community visioning meeting must be held sometime this spring. Mr. Havir will contact SEPTA officials regarding the capital improvements needed to the tunnel.

E. Transportation Reinvestment Development Feasibility Study (TRID). A meeting has been scheduled for January 11, 2008 with the consultant team of Carter van Dyke to present the TRID concepts and proposed budget to State Rep. Dwight Evans to determine if the state would be willing to help fund some of the improvements.

F. County Revitalization Program Update. Based on EDTF's recommendation last month, the Public Affairs Committee recommended to the Board of Commissioners at its meeting on January 22, 2008 approval of a preliminary application for the LaMott Pedestrian Streetlighting Project, in the amount of \$267,568.

5. Under *New Business*, the following items were discussed:

A. Discussion of possible projects for upcoming TCDI grant. After subsequent discussion, the EDTF suggested the following planning projects for consideration of filing for DVRPC's Transportation and Community Development

Initiative: (1) Tookany Creek Pedestrian Trail design for Phases III & IV, (2) Bicycle facilities at the various train stations, and (3) streetscape improvements on Cheltenham Avenue from Tookany Creek Parkway to Route 611.

B. Fundraising ideas for new holiday decorations in Glenside. Discussion on this topic was referred to the Organization & Development Committee. Discussion then led to maintenance of the public streetscape improvements in Glenside. Upon motion of Mr. David Cohen, seconded by Mr. Cross, it was the consensus of the EDTF to recommend consideration of an ordinance amendment to the Township Code to address the responsibility of streetscape improvements along Easton Road.

C. Commissioner Sharkey discussed the vacant property located at 245 South Easton Road, Glenside (former Blockbuster Video). Mr. Feller suggested arranging a meeting with Arcadia University to present to them a need for the university's assistance in real estate development and to discuss the university's partnership with the Township for a shared vision of this property, similar to the University of Pennsylvania and Temple University. Discussion ensued. Mr. Cross suggested asking Arcadia University to link its real estate investment into the commercial district to help the Township complete its vision. Commissioner Sharkey will discuss this issue with the Township Manager. After subsequent discussion, the matter was tabled until next month's meeting.

D. Mr. Feller updated the EDTF by noting that the Sheriff's Sale bid for the Roberts Block did not materialize. It was halted by the attorney in advance of the auction.

6. *Under the Main Street Manager's Report*, the EDTF accepted the written report of the Main Street Manager for the month of December 2007 as appended to the minutes. Ms. Shaw further discussed the business information to be inserted in the upcoming tax bills to all residents. She distributed a copy of the proposed text. (*See attached*). The EDTF concurred.

7. Assistant Township Manager. Mr. Havir had no further comments.

8. Public Forum. None.

9. Ms. Fredericka Waugh suggested adding a School Board Liaison Update to the EDTF's monthly agenda. The EDTF concurred.

10. There being no other business, upon motion of Mr. Cross, the meeting was adjourned at 8:45 P.M. The next meeting is scheduled for February 13, 2008 at 7:00 P.M at the Township Administration Building.

David G. Kraynik
Township Manager

Per Bryan T. Haver
Assistant Township Manager

Ruth Littner Shaw
Main Street Manager