

The regular meeting of the **Economic Development Task Force (EDTF)** was held tonight. Members present were Alan Cohen, J. J. Cutler, Maureen Haff, and Harold Lichtman. Staff present was Bryan T. Havir, Assistant Township Manager and Ruth Littner Shaw, Main Street Manager. The Public Attendance List is attached.

1. Mr. Lichtman called the meeting to order at 7:00 P.M.
2. It was the consensus of the EDTF to accept the June 13, 2007 EDTF meeting minutes as submitted.
3. Under *Committee Reports*, the following items were discussed:
 - A. **Marketing & Promotions Committee.** Ms. Haff reported on the status of the following Main Street promotional events: (1) Glenside Street Fair. (2) Cheltenham in Bloom. (3) Hit the Bricks Program. Two new programs were also discussed: (a) First Fridays in Glenside and (b) Town – Gown Relationship in Glenside Commercial District & Arcadia University. More details will follow on these two new events once the Committee works out the details.

B. **Design Committee.** In the absence of Design Committee Chair, Thom Cross, Mr. Lichtman reviewed the July 5, 2007 meeting minutes as follows:

- DCGP #07-03, 201 Central Avenue, for replacement windows. The EDTF recommended approval of the Design Committee's recommendation for approval of the \$1,992.27 because the windows will enhance the existing masonry facade and the EDTF concurred.
- NDCGP #07-12, Gusto Pizza, 401 Cheltenham Avenue, Elkins Park, for signage.. The EDTF reviewed the proposed signage. After subsequent discussion, the EDTF accepted the Committee's recommendation to approve the proposed signage as presented.
- NDCGP #07-13, Briar House, 8302 Old York Road, Elkins Park, for signage replacement. The EDTF reviewed the proposed signage, and approved the proposed signage as presented.

The EDTF accepted the remainder of the July 5, 2007 Design Committee Meeting Minutes. The next Design Committee meeting is scheduled for August 2, 2007 at 7:00 P.M in the Township Administration Building.

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

D. **Organization & Development Committee.** No report was given.

4. Under *Chairman's Report*, Mr. Lichtman discussed the following items:

A. The TRID Steering Committee meeting was held on June 26, 2007. He provided an update on the status of the feasibility study.

B. Cheltenham Square Mall owners, Thor Equities, announced that the lease has been signed for a new Chili's Restaurant to be built on a pad site near the northeast corner of Cheltenham and Ogontz Avenue.

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

A. Mr. Cohen noted two concerns of recent activities transpiring at the Yorktown Center Development: 1) kids skateboarding in the parking lot and causing conflicts with pedestrians and vehicles, and 2) the business signage on the windows at the back of the Yorktown Development facing the spur creeping up higher on the building windows.

B. Construction of the stone wall at the municipal parking lot at 124 S. Easton Road, Glenside. Mr. Havir indicated that the Township received one proposal, that being from Ditri Construction in the amount of \$9,975, which is higher than currently held funds. At this time, Mr. Cohen suggested two other contractors who we could solicit for a cost proposal, who are Mr. R. Manero of Glenside, and Joseph Manero & Sons, Inc., of Glenside, PA. Mr. Lichtman noted that it appears the only way the EDTF could make a recommendation to hire a contractor to construct the stone wall at a cost beyond what was already budgeted for in the capital account, would be if the EDTF secures additional funding from other sources.

6. Under *Old Business*, the following matters were discussed:

A. Elkins Park East (EPE) Streetscape Traffic Study. The recommendations in the June 22 & 25, 2007 consultant reports were discussed as it relates to the elimination of up to 10 on-site parking spaces at the Kaskashian property located at the southwest corner of High School Road and Montgomery Avenue in order to introduce an all-way stop control at this intersection. The matter was being reviewed by the Township staff and the Highway Safety Unit with respect to possibly adding some short term meter parking on the east side of High School Road near High School Park to help reduce some of the burden of customer parking on the private property.

B. Business Improvement District (BID) meeting. Mr. Havar noted that the next meeting of the BID Steering Committee is scheduled for July 17, 2007 at 10:00 A.M. at which time discussion will be to further develop the 501C3 organization.

7. Under the *Main Street Manager's Report*, it was the consensus of the EDTF to accept the written report of the Main Street Manager for the month of June 2007 as appended to the minutes.

8. Assistant Township Manager's Report. Mr. Havar discussed the following items:

A. Roberts Block. Mr. David Dardzinski, current owner of this property, recently contacted Mr. Havar to inform the Township that the proposal from the individual who submitted it last month at the auction to purchase the Roberts Block building did not come to fruition. However, there is another individual, who is interested in acquiring the building and he will be submitting an offer to Mr. Dardzinski in the near future.

B. Montgomery County Revitalization Grant. An update on the Assessment Report that Jean Holland, Community Planner of the Montgomery County Planning Commission and Township Staff completed following last month's EDTF meeting was submitted on June 19, 2007 to the County Revitalization Board. Mr. Havar said that he

would be attending the July 24th Revitalization Board meeting at 8:00 A.M. to make a presentation on the assessment report. Also at that meeting, he would be formally requesting that a portion of the FY 2007 revitalization grant the County recently approved for the LaMott Pedestrian Street Lighting Project be reallocated to the Lynnewood Gardens Pedestrian Streetlighting Project to cover the budget shortfall based on the lowest responsible bid made from BSI Electrical Contractors of Montgomeryville, PA last month.

C. EDTF Mailings. Due to the escalating cost of postage, all future agenda notification of meetings will be provided by email. A full packet of information will be provided to any member willing to stop by the Township Building and pick up a packet at least two days in advance of the meeting.

D. Sale of Elkins Park Gardens. Mr. Havir announced that this commercial property was recently sold to Altman Management Company.

E. Sale of Trilogy. Mr. Havir indicated that Mr. Kraynik reported at last evening's Finance Committee meeting the expected sale of Trilogy Apartments within the current year, which would result in an increase in deed transfer tax revenues.

F. 5-County Arts Grant. The EDTF was informed of the filing of a grant application in conjunction with SEPTA supporting improvements at the SEPTA-owned tunnel located at Montgomery and Harrison Avenues and to help eradicate the graffiti at this location.

G. Montgomery County Staff has contacted the Township to advise that the Revitalization/Land Development award nomination for the Township's construction of Wesley Plaza is one of four projects being considered on the short-list of finalists. The three other projects that Cheltenham Township is in competition with are Souderton's Montgomery Theater, Ambler Borough Main Street Program, and Lansdale for a Town Green and creation of a pocket park.

9. Public Forum. None.

10. Mr. Lichtman advised the EDTF that he would be resigning as Chairperson and as a voting member of the EDTF as of September 1, 2007 since he is moving out of the Township.

11. There being no other business, the meeting was adjourned at 8:00 P.M. The next meeting is scheduled for September 17, 2007 at 7:00 P.M at the Township Administration Building.

David G. Kraynik
Township Manager

Per Bryan T. Havir
Assistant Township Manager

Ruth Littner Shaw
Main Street Manager