

The regular meeting of the **Economic Development Task Force (EDTF)** was held tonight. Members present were Tom Carboni, Alan Cohen, Thom Cross, Mary Galbally, Maureen Haff, Virginia Helm, Kenneth Mirsky, Brad Pransky, Raymond Rudofsky and Fredericka Waugh. Staff present was Bryan T. Havir, Assistant Township Manager and Ruth Littner Shaw, Main Street Manager.

1. The meeting was called to order by Assistant Township Manager, Bryan T. Havir at 7:00 P.M.

2. **Reorganization.** This was postponed to later in the meeting pending a quorum.

3. **Approval of Minutes.** The approval of the January 9 and February 13, 2008 meeting minutes were tabled pending a quorum.

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

A. **Design Committee.** Mr. Cross stated that the Design Committee did not meet this month due to a lack of agenda.

B. **Marketing & Promotions Committee.** Ms. Haff reported on the following items:

1. Glenside Street Fair. The committee discussed the possibility of changing the date of the street fair to October 18 to correspond with a Bike Tour scheduled for that morning.

2. Bike Tour. It was reported that Arcadia University is involved with the Bike Tour that will celebrate the 60th anniversary of their Study Abroad Program.

C. **Organization & Development Committee.** There was no report provided at this time. A new chairman is being sought. Ms. Galbally has accepted this position and Mr. Carboni is being asked to co-Chair, but no response has been given to date.

D. **Economic Restructuring Committee.** There was no report since Chairman Pransky was not present at this time.

5. At this point, Mr. Pransky and Ms. Galbally arrived, creating a quorum; therefore, the EDTF proceeded to the 2008 Reorganization and approval of the minutes. Assistant Township Manager Havir opened the floor for nominations for Chairperson for 2008. Mr. Cross nominated Mr. Alan Cohen. Ms. Waugh seconded the nomination. There being no further nominations, upon motion of Mr. Rudofsky, seconded by Ms. Waugh, the nominations were closed. Mr. Alan Cohen was unanimously elected chairperson. Mr. Alan Cohen assumed the Chair.

Mr. Alan Cohen opened the floor for nominations for vice-chairperson. Ms. Helm nominated Mr. Cross as vice-chairperson. Mr. Rudofsky seconded the nomination. There being no further nominations at this time, upon motion of Ms. Waugh, and seconded by Mr. Mirsky, the nominations for vice-chairperson were closed. Mr. Cross was unanimously elected as vice-chairman.

The EDTF then unanimously approved the January 9 and February 13, 2008 Meeting Minutes.

6. Under *Chairman's Report*, Mr. Cohen discussed the following issues:

A. Policy regarding the inclusion of non-profit agencies at Cheltenham Township Main Street special events. Mr. Havir reported the draft policy was referred back to the EDTF by the Public Affairs Committee at its March 4, 2008 meeting for future consideration. Mr. Havir reported that the Township Solicitor reviewed Items 4, 5, 6, & 7 in the draft policy and made several minor changes, but for the most part, found the administrative policy requirements acceptable. After subsequent discussion, Mr. Alan Cohen referred the matter back to the Marketing and Promotions Committee for further review and discussion.

B. Maintenance of Streetscape Improvements. Mr. Alan Cohen noted that the Public Affairs Committee at its March 4, 2008 meeting also referred this matter back to the

EDTF for further review and recommendation. After subsequent discussion of the issues, especially the consistency of the improvements in all five streetscape improvement areas, the EDTF remanded this issue to the Design Committee for further evaluation. In addition, Ms. Shaw will report back from the other Main Street communities as well, to determine how the issue of maintenance in other communities is handled.

C. The new EDTF members made introductions. They were Mary Galbally, Ken Mirsky, and Tom Carboni.

D. EDTF Powers & Duties. Referring to Chapter 62, §62-4 of the Rules and Regulations for citizen committees and task forces, Mr. Alan Cohen said that he was proposing to re-draft the powers and duties, and report back at a future meeting. Discussion ensued about membership composition and meeting attendance. Ms. Shaw suggested searching for a member of Korean descent since the East Cheltenham Avenue Commercial District is largely comprised of Korean business operators. Mr. Alan Cohen said that he would investigate this further with Commissioner Portner and Mr. Hal Lichtman, president of the Glenside Chamber of Commerce. He also noted the absences at EDTF meetings that have been occurring on a consistent basis; however, there were three excused absences of tonight's meeting. Some of these suggestions and recommendations will need legal opinion before proceeding with any recommendations to the Board of Commissioners.

7. Under *Old Business*, Mr. Havir discussed the following matters:

A. Cheltenham Township Community Development Corporation (CDC). Mr. Pransky reported that the CDC is working with the Cheltenham Community Co-op Board of Directors to seek grant funding to investigate the possibility of purchasing property for a co-op in the Township. The site of the Ashbourne Market is the priority on both entities' lists. Much discussion followed. Another location being discussed was the former Mueller Greenhouse parcel located on Easton Road near Arcadia University, Glenside.

B. Roberts Block. The CDC is attempting to move forward the proceedings with the sale of the Roberts Block. Mr. Pransky noted that Mr. Whitby holds the mortgage for the property since it was a take back mortgage. He then asked Mr. Havir to forward the contact information of David Darzinski's attorney so the CDC can make contact with the legal counsel representing Mr. Darzinski's bankruptcy case.

C. Streetscape Improvements. Mr. Havir updated the EDTF on the progress of the Elkins Park East and Easton Road Streetscape Improvements.

D. Cheltenham/Ogontz Avenue TRID Feasibility Study. Mr. Havir advised the EDTF that the consultant team will be making a presentation to the School District's Business Affairs Committee meeting on April 1, 2008 at 7:30 P.M.

E. Glenside Shuttle/Trolley Feasibility Study. Mr. Havir said that the next meeting of the steering committee is scheduled to be held on April 15, 2008 at 8:30 A.M. in the Township Administration Building.

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

A. Possible Glenside Business Improvement District (BID). Mr. Havir reported that Commissioner Sharkey previously suggested that a BID be considered for the Glenside Commercial District in order to generate funds needed for maintenance of improvements as well as additional security, cleaning and marketing. Projects could include the cost of hanging and removing of holiday decorations; the cost of a hand-held street sweeper; the cost of daily watering of hanging flower baskets, and the cost of local weekly events designed to bring in pedestrian and vehicular traffic on a daily basis. The EDTF liked the concept. However, Chairman Cohen referred the matter to a new committee, which was formed to investigate the BID concept, chaired by Mr. Mirsky. Mr. Cohen suggested that Mr. Mirsky contact Commissioner Sharkey for background.

9. Under the *Main Street Manager's Report*, the EDTF accepted the written report of the Main Street Manager for the month of February 2008 as appended to the minutes. In addition, Ms. Shaw provided updates for the following:

- City Map Project. Upon motion of Mr. Cross, seconded by Ms. Helm, the EDTF unanimously endorsed the map project, at no cost to the Township.
- Mural Arts Update. Ms. Shaw also reported that two meeting dates have been scheduled for the public arts project at the Elkins Park Train Station. The two meeting dates are April 24 & May 1, 2008. One of the two will be selected. All are welcome to attend.
- Achiever Assessment. Ms. Shaw discussed the next step in the process of the Main Street Program. After its 6th year exit grant, the next step in the process is to gain 'Achiever Status'. With this status, Cheltenham Township Main Street becomes highly eligible to qualify for state and county grants. Pennsylvania Downtown Center (PDC) representative Geoff Brace will meet on Thursday, May 29, 2008 with each committee chair, the Main Street Manager and with the full EDTF as well. In addition, he will tour all five of the districts with Ms. Shaw on the same day of the site visit. Therefore the following schedule has been tentatively agreed upon:

Tentative Date of Thursday, May 29

- Site visit..... PDC with Main Street Manager..... noon to 1:00 pm
- Design Com..... PDC with DC Chair..... 1:00 to 2:00 pm
- M&P Com..... PDC with M&P Chair..... 2:00 to 3:00 pm
- O&D Com..... PDC with O&D Chair..... 3:00 to 4:00 pm
- ERC..... PDC with ERC Chair..... 4:00 to 5:00 pm
- ENTIRE EDTF..with PDC and Chairs..... 5:00 to 6:00 pm

After subsequent discussion, Ms. Shaw will send an email tomorrow with alternative dates in June and July that would be amendable with Mr. Brace.

10. Assistant Township Manager. Mr. Havir discussed the following projects:

A. Sign Ordinance Amendment. It was noted that the Building & Zoning Committee at its March 4, 2008 meeting recommended the sign ordinance be amended to

permit canopy signage by right. Mr. Havir said the matter will be discussed at the joint PC/EDTF Ordinance Review Committee meeting on March 24, 2008.

B. County Revitalization Grant. The County approved the Township's preliminary application, and the final resolution for inclusion in the application has been recommended for adoption at the March 19, 2008 Board of Commissioners meeting. The final application is due to Montgomery County by April 1, 2008.

C. DCED Grant Award. The EDTF recommended reprogramming some dollars for consultant services for the Study of a Glenside BID for the Township's latest \$25,000 DCED grant. The funds would help pay for professional services to guide the Township on the possible formation of a BID in Glenside. Mr. Havir thought this may be possible and would check with DCED staff.

11. Mr. Alan Cohen noted that there is a whole area existing outside of the five commercial districts that the EDTF is not addressing, but needs to be evaluated. He suggested the EDTF be more inclusive of the entire Township as it relates to economic development initiatives, and not just the five commercial districts.

12. Public Forum. None.

13. There being no other business, upon motion of Mr. Cross, the meeting was adjourned at 9:20 P.M. The next meeting is scheduled for April 9, 2008 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