

The regular meeting of the **ECONOMIC DEVELOPMENT TASK FORCE (EDTF)** for January 2020 was held tonight. Members in attendance were: Chair Dwight Pedro Lewis, Ken Mirsky, Rita Rosen Poley, Valerie DuPont, Fred Milbert, Gretchen Wisheart, Kim Rose, Margo Scavone, and ex-officio member Herbert Bailey. Staff present: Alyson Elliott, Assistant Township Manager. Guests Present: Matthew Areman and Mitchell Zygmund-Felt, and David Coffin.

1. CALL TO ORDER

- A. Mr. Lewis called the meeting to order at 7:02 p.m.

2. APPROVAL OF THE MINUTES

- A. Upon motion of Mr. Lewis, seconded by Ms. Wisheart, the EDTF unanimously approved the November 19, 2019 EDTF meeting minutes.

3. OLD BUSINESS –

4. NEW BUSINESS

- A. Mr. Lewis announced that reorganization would be postponed until the February meeting; announced that ex-officio member Mr. Bailey will be appointed a full member of the EDTF by the Board of Commissioners in January.

- B. Mr. Lewis turned the floor over to Ms. Elliott to lead a working meeting for discussion on the EDTF/Business sections of the Township website. Ms. Elliott informed the EDTF that the Township will be undergoing website updates to become ADA compliant. Technical changes to the site map will be made by the company that manages our website, Municipal CMS, while the Township Public Information Officer is working with each department head and citizen committees to make content changes.

Mr. Lewis suggested first going through all business tabs, making sure information is current and removing out-of-date information. The EDTF also reviewed a Business Checklist brochure from spring 2000 that guides business owners looking to establish a business in the Township. Members discussed ways to make the website's presentation of information more business-friendly, such as simplifying "Start a Business" information, including pictures, flowcharts, testimonials from business owners, and adding FAQ section for elaboration.

- C. Ms. Elliott said that staff will make revisions and updates and bring back to EDTF to see if it's on the right track. Ms. DuPont agreed to work with staff to craft messaging.
- D. Mr. Zygmund-Felt spoke about revenue generation initiatives and relayed that he and the other Commissioners will be meeting with PFM on January 22 regarding program prioritization, resource investments, revenue enhancements, and expenditure control as it relates to the strategic plan.
- E. Ms. Poley asked about a crosswalk at the new Elkins Park Streetscape at Church and Old York Roads, and Ms. Elliott stated that work on the crosswalk will be included in the next phase of the project, beginning in the spring. Mr. Milbert asked for an update on the left turn signal at this intersection, and Ms. Elliott said the Township is working with a Traffic Engineer to study, design, and if warranted, implement a turn lane.
- F. Mr. Lewis asked about the sale of the vacant Township-owned property on Cheltenham Avenue. Mr. Zygmund-Felt reported that bidders were solicited, but the potential developers passed on the property due to stormwater and riparian buffer issues. Mr. Milbert mentioned the state policy requiring a sale be closed within 60 days of receipt of bid responses, places unreasonable restriction on potential purchasers of municipally-

owned property. Mr. Lewis suggested the Commissioners approach state legislative officials regarding this matter.

5. COMMITTEE REPORTS

A. Policy and Signage

- 1) Ms. Elliott said that the Township has revised its draft LERTA ordinance to include a bonus abatement schedule for sustainability initiatives. The Township's Environmental Advisory Council is current reviewing the bonus abatement schedule. Following its review in February, the EDTF will have an opportunity to review and provide feedback. All three taxing bodies – the Township, County, and School District – will be required to approve this ordinance.

B. Marketing and Events – A survey seeking input from restaurants about Restaurant Week was distributed, but Ms. Campbell was not present to discuss results.

C. Business Retention

- 1) Mr. Lewis expressed that the EDTF should give thought to why businesses are leaving the Township. Mr. Milbert confirmed there are two large commercial buildings for sale.
- 2) Mr. Areman explained that the Township has not been able to tap into the significant consumer dollars of Arcadia students due to lack of the types of businesses that appeal to college students in Downtown Glenside, such as bookstores, bakeries, urgent cares, etc. that would encourage students to walk downtown.

D. Habitat for Humanity – Ms. Rose reported that Habitat for Humanity is considering an area in La Mott for their Rock the Block neighborhood cleanup event in spring 2021, completing work such as street cleanup, gardening, and porch painting. Ms. Rose is waiting on a March date from Commissioner Pransky to set up a community meeting. Ms. Elliott advised that they may reach out to the La Mott Community Center to host the meeting when they know the date and that the Township would help promote the event and send letters to property owners in the specified area.

E. Commercial Districts

- 1) Mr. Milbert reported that Creekside Market did not open as planned, but has been running informal farmers' markets in the meantime. Mr. Zygmund-Felt expressed that they are still searching for an anchor restaurant to make an upfront investment to create a sustained presence.
- 2) Mr. Lewis asked for an update on the concerns about the addition of a left turn lane from Glenside Avenue onto Easton that was included in the land development proposal for the new Wawa. Mr. Areman has met with a group of neighbors in that community who are concerned about heavy traffic. It's unclear whether the turn lane will impact the traffic issue, and the topic is on hold until more information can be gathered.

F. Chair's Report – None.

G. Staff Report

- 1) Next month, the revised Subdivision and Land Development Ordinance (SALDO) will be considered for adoption following the public hearing scheduled at the February 19, 2020 Commissioners' Meeting. This ordinance should help make the land development process smoother.

7. **NEXT MEETING** – The next meeting of the EDTF is scheduled for February 18, 2020 at its regular location.
8. **ADJOURNMENT** – There being no further business, Mr. Lewis adjourned the meeting at 8:36 p.m.



Bryan T. Haver
Township Manager

Submitted by: Lauren Cartlidge
Special Projects Coordinator