

The regular meeting of the **ECONOMIC DEVELOPMENT TASK FORCE (EDTF)** for July 2020 was held tonight via Webex Web Conference. Members in attendance were: Chair Dwight Lewis, Vice Chair Deb Campbell, Ken Mirsky, Rita Rosen Poley, Margo Scavone, Valerie DuPont, Kim Rose, William Pillsbury, Fred Milbert, and Jeff Chirico. Staff present: Alyson Elliott, Assistant Township Manager and Lauren Carlidge, Special Projects Coordinator.

1. CALL TO ORDER

A. Mr. Lewis called the meeting to order at 7:00 p.m.

2. APPROVAL OF THE MINUTES

A. Upon motion of Mr. Mirsky, the Task Force unanimously approved the June 16, 2020 meeting minutes.

3. OLD BUSINESS – None.

4. NEW BUSINESS

Ms. Rose discussed several recommendations of the Township's Five-Year Strategic Financial Management Plan, presented at the June meeting of the Board of Commissioners: 1) a referendum for an increase in the Township's portion of the Earned Income Tax (EIT) from .5% to 1% and 2) a Stormwater Impact Fee. Ms. Rose stated that it is vital for residents to understand the findings and proposed solutions outlined in the Plan, as many residents do not realize the depths of Cheltenham's current financial challenges.

Ms. Elliott stated the Board of Commissioners hosted a virtual Town Hall on July 14 to discuss the proposed EIT referendum and will host a second virtual Town Hall on July 23. She added that a bill that will allow the Township to increase the EIT without passing a referendum has been passed by both the Pennsylvania House and Senate. Governor Wolf could sign it into law any day. Ms. Campbell asked how the Township is notifying the public of the proposed referendum. Ms. Elliott stated that the Township has used its website and social media accounts and that there will be an article in the upcoming Township newsletter that will be delivered to the homes of residents.

5. COMMITTEE REPORTS

A. Policy and Signage

B. Marketing and Events

Ms. Poley compiled a directory of Township businesses, categorizing restaurants and other businesses by type and neighborhood, for the purpose of including the list in New Resident Packets. EDTF members discussed what might be the most efficient and effective way to format and present this information to new residents, considering the changing nature of the information, and voted to move forward with paper copies of the directory. Ms. Elliott suggested printing the directory in a brochure-like format, not on Township letterhead. Ms. Campbell, Ms. Scavone, and Ms. Rose will look over to ensure the list is as comprehensive as possible, and members will complete the final version by August 3.

C. Business Retention

1) Mr. Lewis shared that the deadline for the Small Business Association's Paycheck Protection Program was extended to August 8, and that the DCED Hazard Pay Grant program for employers is open until July 31. Mr. Lewis can provide more information if requested. The DCED Cultural and Museum Preservation Grant Program is also open until July 31. A second round of small business relief will be coming. Mr. Lewis will work with Mr. Chirico to distribute the resources that were compiled following the EDTF's Virtual Town Hall for Businesses in June.

- 2) Ms. DuPont gave an overview of her ideas to streamline the Business section of the website to best encourage new businesses. Her updates included reducing unnecessary copy and replacing with links where appropriate, adding a gallery of images of Cheltenham businesses, and featuring testimonials of shoppers or business owners.

Mr. Milbert stated the old commercial district and business plans are not relevant as presented. EDTF members discussed listing features of the different commercial districts to help prospective business owners identify the best location for their business. Mr. Milbert also stated that the Township staff contacts listed on the 'Start a Business' page are outdated. Ms. Elliott mentioned that for right now, the best course of action would be to direct prospective business owners to Planning and Zoning, and include on the webpage common resources such as links to permitting applications and information. Ms. Elliott stated she could work with the Planning and Zoning department to put together FAQs for business owners.

Before the next EDTF meeting, Ms. Elliott and Ms. Carlidge will review Ms. DuPont's suggestions and make basic edits to remove outdated material and contacts. They will contact the developer at Municipal CMS regarding viewing issues for tablets and Macs.

D. Habitat for Humanity

- 1) Mr. Coffin was not present to update on the status of Rock the Block.

E. Commercial Districts

- 1) Glenside – Ms. Campbell reported that Ways Brewery and Bill's Best BBQ are open for outside seating and pickup. Mr. Milbert reported that the Glenside Pub is for sale.
- 2) Elkins Park East – Mr. Milbert said the Creekside Market has plans to open August 7, with the following tenants:
 - The owners of Tabouli in Ardmore will be running a full-service food and deli operation under a different name specific to Elkins Park.
 - Hardcastle Vegetables and Fruits, which is the vendor that used to hold the farmers' market when Creekside Co-op was open.
 - Dave's Backyard Farmer's Market.
 - A bar offering Pennsylvania beers, wine, and spirits.

Elkins Perk will probably open in August. Sicilian Trattoria and Le Onde still seem to be doing okay through takeout and outdoor seating options. No tenant has been found for the space that was formerly Sparrow and Hawk; the Township is still working on the issue of trash pick-up location for that property. Goat House Creamery has been open longer hours for summer months and later on weekends.

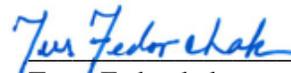
Mr. Milbert expressed the hope that the opening of Creekside Market will bring foot traffic so residents will notice there are other small businesses in that area.

Ms. DuPont left at 8:01. Mr. Chirico joined at 8:02.

- 3) Elkins Park West – Mr. Mirsky reported that the Elkins Park West Streetscape project, which includes a new crosswalk on the north side of Church Road at Old York Road, is nearing completion; Ms. Elliott confirmed they are working on final punchlist items.
- 4) Wyncote – Mr. Chirico reported that through a Facebook community group forum, he saw a post stating frustrations of a business owner on with working with the Township. Mr. Chirico reached out to the author, but did not speak directly to anyone from the business in question. Mr. Chirico proposed designating EDTF members for each business district to be proactive, regular points of contact for business owners, to be a

more productive outlet than Facebook. EDTF members could then direct business owners to the correct Commissioner for any issues they seek to address. Mr. Chirico will further discuss this possibility with Mr. Lewis.

- 5) Ms. Poley mentioned that Montgomery County has been holding food drops for people in need of food due to COVID-19. The location for a few upcoming food drop events will be in Cheltenham at Keneseth Israel in the coming weeks.
- F. Chair's Report – Mr. Lewis stated that Senator Haywood's Office has a Communications Director position open if anyone is or knows anyone interested. Mr. Lewis also mentioned that citizens have expressed concern about the Maltese Cross in the bricks of the Glenside Fire Company's roof being perceived as a Swastika. The concern has been brought to several Commissioners.
- G. Staff Report – None.
7. **NEXT MEETING** – The August meeting will be cancelled. The next meeting of the EDTF is scheduled for September 15, 2020 via Zoom.
8. **ADJOURNMENT** – There being no further business, Mr. Lewis adjourned the meeting at 8:23 p.m.



Terry Fedorchak
Interim Township Manager

Submitted by: Lauren Cartlidge
Special Projects Coordinator