

**Comprehensive Plan
Steering Committee (SPSC)
Village of Godfrey
Meeting Minutes of 6/10/2019**

Meeting was called to order by Jim Mager at 6:00 p.m. at the Village Hall, 6810 Godfrey Road, Godfrey, Illinois 62035

Roll Call:

Lowell Beuttel, Steve Koeller, Mark Lorch, Karen McAtee, Dennis O’Neal, George Provenzano, John Roberts, Jennifer Russell, Linda Wheaton, Jim Mager, and Mary Mager (Scribe).

Minutes were accepted as presented.

Mager gave a short presentation about product (village) positioning. He explained that positioning was where the “product” rest in the “psychological” space of the consumer. As such, what was the desired position that the committee wanted for the Village? Then once the positioning was developed, plans could be developed (taking into account the strengths, opportunities, threats and weaknesses) to get Godfrey in that “position.” After the explanation of positioning the group engaged in brainstorming to create a “positioning vision” for the Village. From that brainstorming session came the following synopsis:

Positioning of Godfrey

Godfrey should be positioned to be a “bedroom” community of highly educated professionals and/or highly skilled workers who are commuting to job to the central MSA. With the resulting increased population density, attracting businesses will become likely “down the road.” A configuration of physical and non-physical environments will support the development and growth of local business start-ups.

In doing so:

Godfrey should utilize its attributes of quality education systems, parks, bike/walk paths and natural assets to create a community attractive to the targeted demographic.

- *A focus should be on developing housing, both single and multi-family that is above average with a significant “homeowner association” control.*
- *An emphasis should be place student and senior housing segments.*
- *As the physical attributes of this “bedroom” community are developed, an intellectual infrastructure should be created.*
- *This infrastructure should include access to capital, higher education, social and entertainment assets and an entrepreneurial climate.*

Other points of note:

- Village should consider developing a partnership with realtors.
- Extension of business district out Route 3.
- Moving forward the group felt it would be valuable to have a presentative from Lewis and Clark College make a presentation on the college's programs and resources that could be utilized in helping the Village achieve the above position (Mager will coordinate such a meeting).

Next meeting will be July 8 at 6:00 p.m.

Meeting was adjourned at 8:00 p.m.

Respectfully submitted by:

Jim Mager

Director of Economic Development