



## Special points of interest:

- Multi-Family Zoning Gets Updated
- Featured Business — Rose Optical
- Facade Program Under Review
- Featured Employee—Jordan Gintz
- The Importance of Small Business
- Oh, and one more thing...

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**You can see your future from  
here.**



Michael J. McCormick

Mayor

## Multi-Family Housing Zoning Gets Updated



The latest thing in economic development is not the development of retailing or restaurants. In fact, retailing and restaurants are down the list of priorities where investments are being made on a national level. No, the money is being spent on multi-family housing and industrial sights.

While the Village of Godfrey is not a hot spot for multi-family development, efforts are being made to address building and zoning ordinances that relate to R-5, multi-family, zoned areas.

As specified in Godfrey's zoning regulations, it states:

"The following uses shall be permitted uses within the R-5 zoning district without special permit or authorization. Uses which are not expressly permitted below, or which have not

been approved as permitted or special uses upon application, are prohibited:

1. Multiple-family dwellings.
2. Attached, single-family dwellings.
3. Duplexes, two-family dwellings.
4. Townhouse dwellings.
5. Community residences.
6. Residential health care facilities.
7. Retirement communities.
8. Child and adult daycare centers.
9. Churches and places of worship.
10. Cemeteries.
11. Public utility facilities and structures.

12. Earth terminal antennae.
13. Parks, nature preserves, hiking and bicycle trails and similar outdoor recreational facilities.
14. Condominiums."

The following clause of this ordinance was creating some issues as related to zoning of the R-5 districts:

*"The following uses shall be permitted uses within the R-5 zoning district without special permit or authorization. Uses which are not expressly permitted below, or which have not been approved as permitted or special uses upon application, are prohibited:"*

As the ordinance was written, a property could be developed into any one of the fourteen facilities without any prior approval of type. In other words, a permit could be issued with no control of what was to be constructed.

For example, in the same R-5 district, townhouses and earth terminal antennae could be in the same area. Realizing the possible problems that this flexibility could cause, the ordinance was changed at the April Trustees meeting. With the change, any new projects must be given a special use permit. As such, the specific proposed structure type must be approved per each project.

**May is National Small Business Month**  
**SUPPORT SMALL LOCAL BUSINESS!!**

## Featured Business of the Month

### Rose Optical



Rose Optical was founded by Kevin Mangrum, Jim Toutloian, and Mark Ferguson, O.D. in 1991. The company is Godfrey's only independently owned optical company and has been providing eye care services for 32 years.

The Rose optical lab has over 120 years of combined experience in processing lenses, trouble shooting, and adjusting frames as well as making minor repairs. Their priority is to always address patients' individual needs.

Mr. Mangrum had left Crown Optical to start Rose Optical. Back then Marie Mangrum was handling the office duties and using a typewriter. She tells of having to spend great amounts

of time making small changes to documents to get their loans from the bank.

The company enjoys customers from all walks of life and locations. They have customers from Springfield, Illinois to Springfield, Missouri. People who have moved out of the area will schedule appointments around a return visit. Because of their reputation for quality at an affordable price, most new business is generated from word of mouth.

Customer service is key to the success of Rose Optical. The company accepts almost all insurance plans. Marie Mangrum says there is very little profit in the state funded insurance programs, but they consider providing service to those patients as a moral duty.

While there is increasing competition from internet provid-

ers, Rose Optical offers a level of service that cannot be matched by those companies. Having one's eyes examined by trained professionals aid in catching the early development of problems. They recommend an annual eye examination for people over fifty years of age.

They make minor repairs and adjustments at no cost. Kevin has been known to make adjustments to someone's glasses when out dining at a restaurant. It turns out that dogs and grandchildren are a significant cause of many adjustments and repairs of eyeglasses.

The company prides itself on having great, long-term employees.

Rose Optical is located at 3300 Godfrey Road. They can be reached at 618-466-8787.



### GODFREY FACADE PROGRAM BEING REVISED

In previous editions of the Villager, it has been noted that Godfrey has a facade program to assist businesses located in the Business District with facade improvements.

The program is designed to provide assistance with the following types of improvements:

- Significant facade renovations
- signage
- awnings
- doors
- Windows, and
- parking areas.

Over the years, many businesses have taken advantage of the program. Projects have ranged from new signage to resurfacing of parking lots.

As can be the case, experience may dictate a necessity to review a program in order to facilitate affective utilization and to ensure it is achieving appropriate goals and objectives.

The Economic Development Committee will be performing a review of the facade program. The committee will be evaluating whether some eligible expenditures should be removed and others included. Other elements to be reviewed are what constitutes eligibility of companies.

Upon evaluation, the Committee will be making program recommendations to the Godfrey Board of Trustees for approval.

*Applications are available at: [godfreyil.org](http://godfreyil.org);*

*Or,*

*Contact Jim Mager, Economic Development*

**618-466-3325**

## Getting To Know Village Staff — Jordan Gintz, Park and Recreation Supervisor



Keeping everything rolling along with the Godfrey Park and Recreation Department is no small feat. There are sports teams to organize, staff to manage, events to coordinate, facilities needing tending and responding to the department's constituents. As there is always something going on at Godfrey's park system, it can be an eighteen hour, seven day a week effort. A person that is key to making it all happen is Jordan Gintz, Park and Recreation Department Supervisor.

Jordan brings a robust amount of talent and experience to the job. Before coming to Godfrey's Park and Rec, Ms. Gintz worked part-time for eight years in Belleville's Park system. She has been working for the Village of Godfrey for four years.

Jordan received her bachelors degree in Public Relations, with a minor in Leadership, from McKendree University. As a student, she would coordinate many cam-

pus activities and new student jobs. The degree in public relations comes in handy within village hall as she assists with putting together notices, press releases and other public announcements.

Jordan loves going out to the parks and seeing everyone enjoying the facilities and programs. "I like being able to connect with the families in our programs and working with the kids," said Jordan.

One of the greatest challenges of the job is working around the weather. Rainy weather makes scheduling outdoor programs difficult.

Jordan's personal interests include spending time with family, attending concerts and sporting events, and enjoying a good movie or television show.

Jordan can be reached during business hours at 618-466-1483; or, [jgintz@godfreyil.org](mailto:jgintz@godfreyil.org)

## Project Updates

The Stamper Lane Extension is still a work in progress. The site is being plated for the right way to be deeded to the Village. Work still remains on executing a developer agreement between the development and the Village. Things always seem to take longer than anticipated, but demolition is expected this summer.

As it turned out, Scooters Coffee will not be coming to the location at the corner of Ramona Place and Godfrey Road. However, an alternative location has been selected and a contract placed on the property. The franchisee is in the process of conducting due diligence before final plans are made to open a store.

The new Godfrey fire station is moving forward. The design of the facility is near completion. Construction is planned to begin in the Fall of 2022.



## GODFREY FIRE PROTECTION DISTRICT



## PERSPECTIVE VIEWS

GODFREY FIRE PROTECTION DISTRICT | Published 04/25/22  
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## Godfrey Loses Small Business Person



Back in February of this year, Tri County Diesel was Godfrey's featured business of the month. It is with sadness to learn that owner, TJ Hughes passed away as a result of an automobile accident on March 19, 2022. The Village of Godfrey sends condolences to his family and the employees of Tri County Diesel.





Small businesses don't get a whole lot of attention in the business world. Business reporters seem to only give press to big businesses—their profit and loss data, their newest product, a corporate scandal. Yet, 99 percent of all businesses in the United States are small businesses. Small businesses are the lifeblood that keeps the American economy functioning.

According to a report issued by the Small Business Administration (SBA) in 2019, small businesses account for 44 percent of economic activity in the United States. Small businesses create two-thirds of new jobs and deliver 43.5 percent of the United States' gross domestic product (GDP). In addition to keeping the economy running, small businesses also lead the way in innovation. Small businesses produce 16 times more new patents per employee than large patenting firms do. Small tech

## Why Small Business Is Important

startups with fewer than 5 employees account for a large number of these patents. Not only that, but small businesses reflect the diversity of the United States population in a way that the employee base of large corporations do not. 36 percent of small businesses are owned by women. 9 percent are owned by veterans. 14.6 percent of small businesses are owned by people of color. This includes 2.3 million Latinx business owners, 1.9 million black business owners and 1.6 million Asian business owners.

Despite providing the economy with an overwhelming number of benefits, small businesses don't receive the same government support as large corporations. Small businesses do not receive the same tax breaks that are provided for large corporations. Small businesses also don't receive the same local and state incentives for things like production facilities, or research and development. Large companies can receive federal bail-out money in times of financial turmoil, an option that is not available to small

businesses. Small businesses have the odds against them but continue to thrive. They bring jobs and revenue to the local economies by offering jobs, local products, paying sales and property tax, and using local vendors and supporting services. In fact, a recent study shows that for every dollar spent at a small business, 68 percent funnels back into the community. Compare that to the 46 percent that funnels back from large businesses. Many surveys even show that individuals have more trust in local small businesses than they have in larger business concerns. Small businesses don't get a whole lot of attention. CEO's of large companies fill the cover of magazines. Large businesses typically consume the business news with their financial data. Yet, small businesses are the epitome of what is keeping America going. Small businesses are the unsung heroes of the United States economy.

Source:

<https://betteraccounting.com/small-businesses-are-the-backbone-of-the-economy/>

## Oh, and one more thing.....

May is National Small Business Month. I'm proud to say the Village of Godfrey is home to many great small businesses. In fact, most of the businesses in Godfrey are small businesses. Some are well known and others operate without a great deal of fanfare. They provide much needed goods and service and support incomes for the owners and employees. While I don't have an official count of how many small businesses are in Godfrey, a rough count is nearly One hundred fifty — not bad for a town our size.

The Mayor and the Trustees are quite supportive of Godfrey's small businesses. We have a number of programs to support our local businesses, such as the facade program, the Business District, TIF District and the Enterprise Zone. During the covid fiasco, the Village implemented the Gift Voucher Program that put almost a \$1 million into the coffers of our local merchants.

I realize the convenience of online shopping and the variety of products offered by major retailers is very tempting to consumers. Still, the

presence of locally owned businesses in the community is critically important. During the month of May, as well as throughout the year, please make an effort to send some of your business by way of a local company.



*Jim Mager*

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