



The Villager

October 2022

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- The Importance of Preparedness
- An Overview of the Godfrey Business District
- Getting To Know Village Staff — Judy Peipert
- The Great Godfrey “Hemp” Maze?
- Featured Business of the Month: Shivers Frozen Custard
- Oh, and one more thing...

Village of Godfrey Office of Economic Development

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You can see your future from here.



Michael J. McCormick

Mayor

The Importance of Preparedness and Emergency Response



A key component to protecting the safety, prosperity and economic health of a community is the ability to pre-plan for disasters and to rapidly implement those systems to ensure “continuity of government service” — along with a robust response to any major incident or disaster. Emergency Services & Disaster Agency (ESDA) was recognized early on by Mayor McCormick, who has always been a big advocate for public safety, as necessary to enable Godfrey to respond to such disruptions.

McCormick tasked the Village’s ESDA mission to Christopher Sichra, who’s been serving as the Village’s Public Safety Administrator and Deputy Director for nearly 9 years.

Why is local emergency management administering a disaster plan so important?

A good quality disaster plan provides:

- better protection to citizens and businesses,
- peace of mind to residents,
- A pathway to faster recovery,
- Assurance for efficient government operations during times of turmoil, or chaos, that often follow major disasters or incidents; and,
- establishes smooth continuity of service.

What is considered a disaster?

Disasters could be natural, like a tornado, earthquake, flood, etc. They can be technological, like a plane crash, train derailment, or a highway related hazardous materials incident. They can even be a result of civil unrest or potential terrorist attacks.

Who is involved in the plan?

All incidents require a "unified command" structure with multiple agencies, both public and private. The commonly known agencies are fire, police and EMS. There are many supporting agencies that provide assistance as well. These may include:

- public works
- health department
- county and state EMA
- FEMA
- the coroner’s office
- Village animal control officer

Private sector entities may involve utility companies restoring services; or, contracting firms/excavating companies could be brought in for debris removal or infrastructure repairs. Some service providers may be deployed under pre-designated contract agreements or Memorandum of Understanding (MOU’s) to assist the Village in managing its recovery operation.

The simplest way to describe the benefits of an efficient and complex Emergency Operations Plan is: *"better protected residents and business owners."*

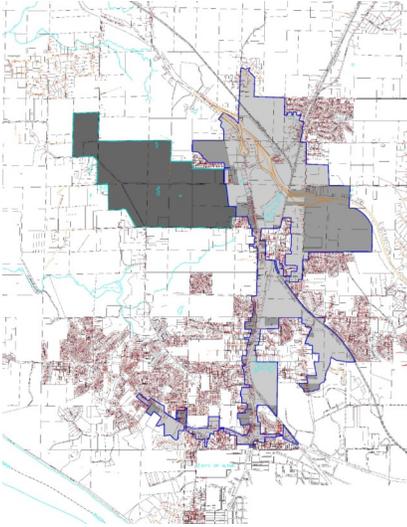
Such benefits are accomplished through speedy and pre-designated recovery operations. By planning for incidents, there can be:

- better delivery assistance to those in need,
- faster restoration of vital utilities and infrastructure — like keeping roads and bridges open; and,
- a quick return to normal government operations with fewer interruptions.

Effective planning and implementation means people and businesses resuming their “normal life” faster.

Article by: Chris Sichra, Public Safety Administrator

If you would like to receive the monthly issue of “The Villager” by email, please contact Jim Mager at: jmager@godfreyil.org



Village of Godfrey Business District

The Village of Godfrey’s Business District provides an important tool for developing a designated area of the community. In looking to achieve such an end, the Village seeks to adhere to certain objectives and policies.

Objectives of the plan are to:

- Make necessary repairs and upgrades to infrastructure within the District.
- Assure opportunities for development and attraction of sound and stable commercial growth.
- Improve the blighted conditions within the District
- Enhance the tax base of the District.
- Encourage and assist private investment and development within the District in a manner that is compatible with the Godfrey Comprehensive Plan.

The Village does follow certain policies to achieve the above objectives:

They are as follows:

- Use Business District-derived revenues to implement the Plan.
- Utilize Village staff and consultants to undertake actions necessary to accomplish specific public-side actions and activities outlined in the Business District Plan.

- Provide financial assistance, as permitted by the Business District Act, to encourage private developers to complete certain private actions and activities as outlined in the Business District Plan.
- Use Business District-derived revenues to address site development issues, including grading and building rehabilitations.
- Use Business District-derived revenues to carry out public infrastructure improvement including off-site road-work, parking lot improvements, utility lines and other infrastructure.
- Utilize the powers extended to the corporate authorities in a designated District.

These objectives and policies may be amended from time to time as determined by the Village.

Some key projects for the Plan may include the following:

- Improvements to infrastructure within the area.
- Utility trunk lines (e.g. water, sanitary, sewer, telephone, etc.) constructed or reconstructed road right-of-way or other public easements.
- Assistance in rehabilitation of the buildings within the District.
- Parking lot improvements and façade improvements to structures within the District.
- Marketing of the Village of Godfrey to outside investors.
- The development of additional commercial or retail establishments within the District.
- The facilitation of private investment for existing building expansion.

Funding for the Business District are generated by a 1% sales tax that is collected by retailers within the district. The funds are held within an account and must be used in accordance with the objectives and policies of the Business District Plan.

Couple of things to keep in mind.....

When contemplating purchasing of property in Godfrey with the intent of commercial or business use, be sure to check the zoning of the property. It is also advisable to determine if the property is in one of the business incentive districts:

- Business District
- TIF District
- Enterprise Zone

Having property that is properly zoned or in a business incentive district may have an impact on the intended use of the property. The time to make those determinations is prior to purchase.



It is fairly common to receive requests about available properties or sites for business locations.

When these inquiries occur, the lead time for response is usually limited — sometimes a matter of only a few days. Given the importance of a quick reply, it becomes necessary to identify available property and related information ahead of time.

The type of information requested in these inquiries is:

- the availability of the property,
- the size and type of any of structures

**Godfrey 311
Electronic 311
Smartphone App**

Easily report potholes, broken street lights and other problems.

Call or email local officials, the police department, city offices and others.

Access activity calendars, receive village alerts and more.

Getting To Know Village Staff — Judy Peipert, Village Administrator



Who makes sure Village bills are paid? Who deposits checks that come to the Village? Who makes sure all financial transactions and reports are in order? In other

words, who keeps track of the money? And, if someone calls the Mayor's office, there is a good chance they might be speaking to the Village Administrator. Meet Judy Peipert.

Judy is responsible for the administration of all financial matters of the Village of Godfrey. When she is not "counting the beans," she supports the Mayor, Village Trustees, the employees and the residents. Heck, sometimes she provides all that support 'while' she is counting the beans.

Her duties include:

- accounts payable,
- accounts receivable,
- payroll,
- employee benefits,
- managing IT,
- managing all bank accounts and monthly reconciliation,
- audits,
- special permits and liquor license; and,
- any special projects deemed important by the Mayor or Trustees.

Ms. Peipert worked during high school at Alton Square's Worth's Clothing Store and Jean Nicole. Upon graduation from Southwestern High School in 1984, she made her way to St. Louis and worked for five years as a title abstractor, administrative assistant and a loan closer for Reliable Research Title and Appraisals.

Coming back across the river, Judy worked for Century 21 Peipert as the office manager and bookkeeper before going to work for J.C. Smith Construction as an administrative assistant and bookkeeper for many years while raising four children. She started in the Godfrey Assessor's office in October of 2009 and moved into the Village Administrator position in July of 2012.

What Judy likes about her job is working with Godfrey residents, the Mayor, Trustees, the animal control officer and village employees. She also enjoys getting to know the business owners.

A challenge to her job is changing the stigma about government. "I want our residents and businesses to feel welcome and know that we are helpful and caring. Village Hall is not a place should they dread to call or visit."

Judy's personal interest are family, her husband, her amazing children and adorable grandchildren, Aria (6) and Noah (3). She also enjoys traveling and hanging out with friends.

Judy can be reached at:
618-466-3324; or,
budgetofficer@godfreyil.org

Did you know.....?

The oldest English word is 'town'.

This is one of the oldest words in the English language that is still in use. The first dictionary took note of this in 1755.

Early voting will be available at Godfrey Village Hall from:

October 24 through November 4

Monday through Friday

From 9:00 a.m. to 5:00 p.m.

Drivers' License Services at Village Hall will be available on:

April 4 & September 5, 2023

10:00 a.m. to 2:00 p.m.



The Great Godfrey "Hemp" Maze?

After twenty years of the Godfrey 'Corn' Maze, the corn can't grow.

With the soil being completely depleted of the nutrients to allow for corn growth, the Great Godfrey Corn Maze will be replaced by the Great Godfrey Hemp Maze.

There are a number of hemp mazes around the country, but none near by — until this year.

Maze and Haunted Maze (Fridays and Saturdays Oct. 1 thru Oct 29):
Adults (12 and up) \$8
Children (6-11) \$6
Children 5 & Under FREE

Individual Attractions:
Cow Train \$2
Jumping Pillow \$2
Wagon Ride \$2
Vortex Tunnel \$2
All Day Inflatables \$5
Corn Crib FREE with ticket (11 \$ Under)

Combo Pricing:
Adults (12 and up) \$12
Children (6-11) \$10
Unlimited Combo \$20

"I generally avoid temptation unless I can't resist it."
— Mae West

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jmager@godfreyil.org



"You scream, I scream, we all scream for ice cream." But....., that is nothing compared to frozen custard. And, that... leads to a trip to Shivers Frozen Custard.



One of the most popular destinations in Godfrey, the frozen custard re"treat" was established in 2008 as Fritz's Frozen Custard. The former business struggled and eventually closed. Godfrey business man, Doyle Beck, bought the building with the intention of operating a Little Caesars at the location. As it turned out, the structure did not meet the standards for Little Caesars. With that turn of events, Mr. Beck made the decision to reopen the business as Shivers Frozen Custard. That was in 2012.

Brian Morris was sixteen when he went to work at Fritz Frozen Custard. He did such a good job that he was asked to manage and run the business when Doyle decided to reopen as Shivers. In 2013, Doyle asked Brian if he would be interested in

Featured Business of the Month: Shivers Frozen Custard

buying the business. As might be expected, no bank was going to give a loan to a twenty-one year old individual with limited resources. After nearly two years of being rejected by financial institutions, Brian said, "I went home one night and said a prayer as to what to do." The next day he got a call from Carrollton Bank, and he became the owner in 2015.



Shivers has seventy-two employees, both part-time and full-time. When visiting Shivers, one will notice the friendliness and positive attitudes of employees. When asked how such an organizational culture was created, Brian said, "I have been there in all the positions and I give them credit for the good work they do. They don't work for me, I work for them." The turnover is very low. As most of the employees are students, about 90% stay on at Shivers until it is time for them to move into their careers.

Shivers' competitive advantage is the ability to innovate. For example, a specialty coffee menu was added to the product line of the business. The demand for the coffee offerings is opposite of the frozen custard offerings. This demand cycle for the various offerings helps to stabilize the reve-

nue stream of the company. There is the "Flavor of the Day," which is also very popular. Future plans are to develop a line of frozen custard novelty items that will be available for carry-out.

Some challenges for the company are rising cost of inputs. For example, cups that were \$64 per case are now over \$300 per case. Labor costs continue to rise. Finally, efforts to stay innovative can be challenging.



Shivers offers a wide variety of high quality frozen desserts, smoothies, coffees and espressos and baked goods. They offer delivery through Door

Dash™ and Uber Eats™. Shivers opens at 6:00 a.m. with coffee sales and selling of frozen desserts begins at 11:00 a.m.

They offer "Penguin Rewards." Which means You will get 5 points for every \$1 you spend at Shivers. Check out the rewards program and information on their app at the company's website.

Shivers is located at 3318 Godfrey Road
Phone: 618-466-6915
www: shiversfrozencustard.com

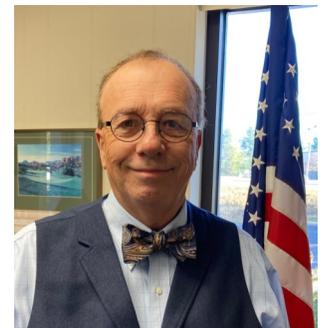
Oh, and one more thing.....

What a treasure we have in Shivers Frozen Custard. Great products and great service. One thing that I am particularly impressed is the way the staff interacts with the customers. What a pleasure to go to a business where the people are so energized and friendly. Shivers' atmosphere is a testament to hiring the right kind of people and providing the training and processes to put the customer first. Thanks, Shivers, for being a Godfrey business!

As the old Boy Scout motto says, "Always be prepared." The Village has put the resources in place to be prepared in the event of an unfortunate occurrence. Chris Sichra takes preparedness of our community seriously. The Mayor has given him the name of "Big Safety." While the Village and other agencies prepare for emergencies, it is also important to take responsibility for preparing our individual households. Should a significant disruption occur, how long could you shelter in place of your home? Don't put yourself and family in a position where the only option is to wait for someone to show up. Be positioned to be part of a recovery solution, not a problem.

Election day is quickly approaching. Know the position of the candidates' on the issues. Educate yourself on Amendment 1 (Right To Collective Bargaining); and very importantly, GO VOTE!

In closing, remember this, "You can't buy happiness, but you can buy local."



Jim Mager

Economic Development

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