



# The Villager

August 2024

## Special points of interest:

- Godfrey Sherriff's Supervisor Promoted
- Inflation and Economic Development
- Godfrey's Good Neighbor
- Patty's Petals Expanding
- Business of the Month: The Plant Stand
- Nominate A Good Neighbor
- Stamper Lane Update
- Oh, and one more thing...

### Village of Godfrey Office of Economic Development

6810 Godfrey Road

Phone: 618-466-3325

E-mail: [jmager@godfreyil.org](mailto:jmager@godfreyil.org)

You can see your future from  
here.



Michael J. McCormick

Mayor

## Godfrey Sherriff's Supervisor Promoted



Robert "Bobby" Weller, Madison County Sheriff's Supervisor for Godfrey has been promoted from rank of sergeant to lieutenant. His new rank became official on July 9. As lieutenant, he becomes a liaison be-

tween the Madison County Sherriff's department and the Mayor's office.

Lt. Weller grew up on the family farm in Greenfield, Illinois. He and his brother, also a law enforcement officer, still engage in farming in Greene County.

In high school, Lt. Weller knew he wanted a career in law enforcement. He attended Lewis and Clark Community College and then Southern Illinois University Carbondale earning a degree in Administrative Justice.

Being a young man with a good deal of flexibility to relocate, he took a job with the Secret Service protecting the George W. Bush Family during his presidency. In the uniform division of the Service, his main responsibility was protecting the White House, but he also had the opportunity to see other areas of the country and the world.

Wanting to return to the area, he landed a job as a police officer with Wood River in early 2004. Serving with that department for a short time, he got on with the Madison County Sheriffs department. There he served on patrol until 2017 when he began working in investigations. He made the rank of Sergeant in 2020. Prior to the promotion he worked as an investigator in the "Metro East Auto Theft Taskforce."

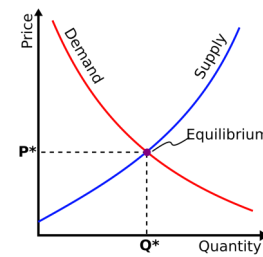
With his wife Brittany, he also owns and operates an all inclusive wedding venue located in Carrollton called: Walnut Hall Estate ([www.walnuthallestate.com](http://www.walnuthallestate.com) or Facebook: Walnut Hall Estate).

Bobby and Brittany have three children Sloane (7), Emerson (5) and Maverick (3).

We are appreciative for all Lt. Weller does for the Village of Godfrey.



## Inflation and Economic Development



Consider the demand supply relationship. When supply exceeds demand the price goes up.

Inflation is the rate at which prices for goods and services increase across an economy.

There are several underlying factors that could cause prices to change. For instance, when the supply of money increases relative to the size of an economy — whether due to a surge in government spending or a central bank printing too much money — prices can rise. Likewise, events that raise production costs or disrupt the production of goods in the economy, such as wars or natural disasters, can also lead to an increase in prices. Both of those scenarios are examples of demand-pull inflation, **a type of inflation that occurs when there's too much money relative to the economy's ability to produce goods and services** (*Peter G. Peterson Foundation*). To simplify it further, it is just too much money chasing goods and services.

To curb inflation, demand has to be reduced. Demand reduction can be accomplished by reducing the ability to purchase or by increasing production (increasing supply). Unfortunately, government continues to spend (placing money into the economic system) and to formulate regulatory pressures that place downward stress on production.

Since government does not produce anything, it must tax to cover its spending. People really like government to spend because we enjoy all the benefits of "free stuff." The problem is that people don't want to pay taxes that fully covers the spending. Politicians do not want to raise taxes because they want to be re-elected. If taxes are raised, it also puts a drag on the economy as it removes dollars from the economic system for productive investment. To continue the spending without taxing, government borrows and prints money. As the new dollars are printed (without corresponding increase in production) they devalue the dollars that are already in existence. Consequently, the increasing prices are not a result of goods and services being more valuable but is the fact that the dollar you have is worth less.

That is why inflation is called a "hidden tax." Through inflationary pricing, the consumer is paying for the policies (spending and regulation) without paying an official tax. Simply, if there is

a government expenditure that is not offset by a tax increase or a corresponding unit of production, that expenditure is likely inflationary.

With the dollar losing value on a daily basis, people look for ways to preserve their wealth. To do so, they take those dollars and move them into assets to hedge against inflation. The action might include:

- High yield saving accounts (difficult to find rates to match inflation)
- Treasury bonds (that is just the government borrowing more money)
- Stock market (unless sufficiently diversified, may be more risk than some are comfortable in taking)
- Investing in hard assets such as commodities, gold/silver and real estate (may require large amounts of cash on the front end)

So, government policies causes inflation and inflation causes distortions in the market. Distortions in the market makes it difficult to plan for the future.

In personal life, as well as in business, local economic development of community involves planning for the future. Questions encompass:

- What should be the type of development
- Where should development occur
- When should development happen
- What are the costs of the development
- How should development be balanced with the interest of stakeholders

In Godfrey, as well as other areas of Madison County, there are economic development projects on the books. Some of those projects involve land acquisitions and securing of right-of-ways. What is occurring are property owners having expectations of selling price three to four times that of appraisals.

This comes full circle to having hard assets such as real estate to hedge against inflation. The value of land will appreciate with the rise of inflation. The day the owner sells the property and puts the money in the bank, those dollars begins to loose value. Appraisals tend to be based on current, or near current market value. From the owner's perspective, future inflation is likely being baked into an asking price in order to sell. If the agency does not meet the asking price, the owner (unless they need the cash) is likely to retain ownership.

Municipal and county officials find themselves in precarious positions. While they strive to enhance development of the community, they are also charged with being stewards of taxpayer funds. The dilemma becomes how much premium should be added to the appraisal price of property to move the project forward and still be responsible to the citizens who pay the tax?

In economics everything is connected. While everyone likes free stuff from the government, it has to be paid for somewhere. There just is no "free lunch."

## Godfrey's Good Neighbor



Meet Godfrey Good Neighbor and Master Gardener, Nancy Orrill. The Master Gardener program is administered through the University Of Illinois Extension. The program provides an opportunity to learn, work, and share experiences with like-minded individuals.

Nancy has been gardening since she was eight years old but to become a Master Gardener, a person should have a strong desire to learn more about horticulture and a willingness to promote gardening education. Volunteers received over 60 hours of training from Extension Educators and State Specialists from the University. After working for 31 years, Nancy retired in 2010 and pursued her passion of gardening and earned a certified 'Master Gardener' designation after completing a ten-week course through the University of Illinois Extension Service. By 2011, she was the project leader for the Godfrey Village Garden (located behind Village Hall). In 2018 Nancy was given the "Outstanding Master Gardener" award. In 2019, her team received a "Outstanding Team" award from U of I. She was awarded a "Volunteer Service" recognition from the State of Illinois in 2021. And, in 2022 Nancy was recognized by the YWCA as "Woman of Distinction."

An important function of the Master Gardener program is to encourage young people to enjoy the pleasures of flower and vegetable growing. In fulfilling that goal, Little Knights Daycare has a raised bed in the Village Gardens. With Little Knights being located at Godfrey United Methodist Church, 1100 Airport Road, the kids easily walk from their classroom to the garden.

In caring for the community garden, Nancy creates the budget, applies for grants, oversees the other volunteers, and organizes yearly calendar and plant sale fundraisers. The program required at least forty hours of volunteer service and to date Nancy has put in three-hundred hours for this year. She provides educational programs on plants and gardening via regular radio interviews. Through the hard work and dedication of Nancy and her team, the University of Illinois Master Gardener Demonstration Garden provides nearly 2,000 pounds of produce every year to the local food pantry. "She opens her hand to the poor and reaches out her hands to the needy." (Proverbs 31:20)

Nancy and husband, Bill reside in Godfrey. They have two daughters, one son and seven grandkids that range from eight to 27 years old.

## Patty's Petals Expanding



Patty's Petals moved to their new location at 3401 Godfrey Road late in 2023. With business thriving they are expanding to add additional production space and a larger showroom. Patty explains that they have been very successful with the weddings. In times of celebration or sorrow (or even "just because") Patty's is eager to be of assistance. If there is a necessity to send flowers outside the area, Patty's Petals works through the "Flower Shop Network" to deliver an arrangement anywhere in the country.

## Business of the Month: Plant Stand



*"You're only here for a short visit. Don't hurry, don't worry. And be sure to smell the flowers along the way." — Walter Hagen*

If you are looking for flowers to smell, or just view, what better place to consider than the beautiful Plant Stand on Godfrey Road? Whether searching for plants to place in a garden or attractive potted arrangements, the Plant Stand is sure to please.

Their seasonal inventory of potted live plants include many varieties and species. Annuals, perennials, hardy shrubs and trees are all a part of the offerings. As both a wholesale grower and marketing distributor, they are adept in industry knowledge making retail customers the beneficiaries of excellent products.

The company is owned and operated by David and Sheila Galbreath. While both David and Sheila get involved in buying and selling of product, David handles marketing, research and development, and, Sheila takes care of office administration. From humble origins to what it is today, the Plant Stand is truly a family business. It was started in 1979 by David's parents, Marc and Vicki Galbreath. It was originally called Green Earth Garden Center and was later renamed Green Earth Greenhouses and continues to be the foundational supporting of The Plant Stand that came to existence in 2008.



When David and his sibling were kids, Marc worked as a manager for St. Louis area K-mart stores. In those days, K-mart was a pioneer of big box retailers operating garden centers. In his role, Marc developed an interest in how K-mart ran those garden centers. As such, he began to educate himself on how that segment of the industry operated.

In life's turn of events, the senior Galbreath purchased the Ben Franklin store in Jerseyville (located at the current location of Fran and Marilyn's). He moved his family to southern Jersey Country at the current location of Green Earth Nursery on Route 3. When Walmart came to Jerseyville, Marc realized the operation of the Ben Franklin store would likely be in peril. With the knowledge of his garden center experience from K-mart, he decided to build a small greenhouse at the family's property and thus was the beginning of Green Earth Nursery and ultimately, the Plant Stand.

From its establishment, the Green Earth Greenhouses continued to grow by providing products to small garden centers and independent retailing chains. It was operated as a family business with Marc, Vicki and the children involved in the operations. Son David would drive the delivery truck and service the accounts. By 2008 the operation had grown to approximately two acres under cover with facilities constructed in the front of green houses to handle retailing of products.

With the advent of big box retailers such as Lowe's and Home Depot, competitive pressures began to have an effect on Green Earth Nursery as a grower and wholesaler of plants. In response to the "Great Recession," David decided to revise the business model to include retailing. In 2008, he set up a retailing operation on the parking lot of Cleta's Nutrition. He also established lots in Jerseyville and Carlinville. Eventually, the retailing was streamlined and the Godfrey location was moved to its current location.

David concentrates on the retailing side of the business while his brothers focus on the nursery and wholesaling operations out on Route 3. Most of the products that are wholesaled and retailed are actually produced in the business's green houses. Currently, approximately 20% of the products are acquired from other independent growers and nurseries. As demand ebb and flows, that ratio can vary. Also, the decision of produce versus buy varies by product type. The largest portion of produced crops in-house tend to be focused on spring seasonal categories.

The company's retailing functions tend to be local. The wholesaling operations are regional with a market of around a 150 mile radius. The company continues to be a supplier to independent garden centers, small chains, florists and landscapers.

When driving past the Plant Stand, the colors and ambiance just seems to grow more vibrant year after year. Portable type fixtures have been replaced by permanent structures. This year, bright red umbrellas have been added that give the location a more patio/garden appearance. The expanded floral inventory creates an exciting and pleasing view from Godfrey Road.



**"OUR INVENTORY IS FULL AND LUSH!"**

3100 Godfrey Road, Godfrey  
Call us at 618-944-8970  
plantstandonline.com

Hours Mon. thru Sat. 8:30 a.m. to 5:30 p.m.  
Sunday 10:00 a.m. to 4:00 p.m.

### Godfrey Seeks To Recognize Good Neighbors In The Community

Do you know an individual who has gone above and beyond as a neighbor in our community? Has the person, through selfless acts of kindness, made Godfrey a better place? If so, you can be the one to help in recognizing them for their deeds.

The Godfrey Trustees and the Mayor have initiated the "Godfrey Good Neighbor" award. Through the program, a person can nominate an individual who exhibits the extraordinary attributes of a good neighbor. A person who has been nominated will be contacted for their approval to be recognized for their community action.

The nomination form can be found at [www.godfreyil.org](http://www.godfreyil.org). The form should be completed, saved as a PDF file and emailed to [jmager@godfreyil.org](mailto:jmager@godfreyil.org). The undertakings of the nominated individual will be considered. If "Good Neighbor" status is determined, the person will be presented with a certificate of appreciation and featured in the Village of Godfrey newsletter and on the Village's electronic sign.

For more information, contact:

Jim Mager, Economic Development  
618-466-3325  
[jmager@godfreyil.org](mailto:jmager@godfreyil.org)



### Stamper Lane Extension Update

Sheppard, Morgan & Schwaab submitted a full set of plans, specifications, and drainage calculations to IDOT for their review the week of 7/15/2024. The agency responded with needing a 4-6 week review time for everything.

The current estimate for construction of the Stamper Lane extension is \$600,000.00. That is with no contingency added in, additional IDOT requirements and future inflation.

### Welcome to Godfrey:



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

Congratulations to Lieutenant Weller on his promotion. As a Godfrey resident, he takes the safety of our community seriously and has our best interest at heart. A shout out to Nancy Orrill on being Godfrey's Good Neighbor and a "thank you" for what she contributes to the community.

It is a pleasure to honor our business of the month — The Plant Stand. They really beautify Godfrey Road in the spring and summer. It was with admiration that I learned of their entrepreneurial spirit and tenacity to respond to market events of the past.

Also a quick note of thanks to Riverbender.com, BigZ Media and the Illinois Business Journal. John's, Nick's and Melissa's help in getting out Godfrey's news is much appreciated.

I got a call the other day from a Godfrey resident that I have worked with over the years and have great respect. We engaged in some general conversation before he said, "Jim, I need to talk with about something." I said, "What's going on?" The response was, "Well, you've made some statements about the cost of property and how it is affecting development; and some of the property owners think you are blaming them for holding up progress."

I wish things were that simple. Moving development forward is complex with many different ideas, opinions and interests. It is never just one element in trying to create progress in the community. Land prices are an issue, not only in Godfrey, but evidently across Madison County. I understand the hesitancy of property owners to liquidate their land. I have land in Jersey County and I've considered selling it from time to time, but then what would I do with the money. I consider that property to be an "ace in the hole" and it is something I might be able to leave to my heirs. It is also easy to become emotionally tied to land—particularly if one has owned it for a while or it has been in the family for multi-generations.

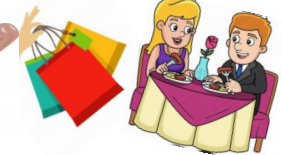
Property ownership is a foundation of wealth creation in America. It generates prosperity and separates us from many other societies in the world. Owners have every right to set the price of their land at whatever they choose. Buyers certainly have the right to say "No thanks" and look for opportunities elsewhere. Gosh, I love the free market system — I hope we never loose it.....

*Jim*



What is going on in Godfrey? Go to [www.visitgodfrey.com](http://www.visitgodfrey.com) to get up-to-date information about all the things the Village of Godfrey has to offer.

[www.visitgodfrey.com](http://www.visitgodfrey.com)



If you would like to receive the monthly issue of "The Villager" by email, please contact Jim Mager at; [jmager@godfreyil.org](mailto:jmager@godfreyil.org)



*Jim Mager*

*Economic Development*

*618-466-3325*

*[jmager@godfreyil.org](mailto:jmager@godfreyil.org)*

