



The Villager

August 2026

Special points of interest:

- How Placer AI Works:
- Unveiling the Power of Location Analytics
- Godfrey Business of the Month: Modern Daisy Boutique
- Rec Center Update
- Jake Ringering Golf Tournament
- Sustainability Tip
- Godfrey Good Neighbor
- Oh, and one more thing....

If you would like to receive the monthly issue of "The Villager" by email, please contact jmager@godfreyil.org

Village of Godfrey Office of Economic Development

6810 Godfrey Road

Phone: 618-466-3325

E-mail: jmager@godfreyil.org

You can see your future from
here.



Michael J. McCormick

Mayor

How Placer AI Works: Unveiling the Power of Location Analytics

<https://aitechtonic.com/how-placer-ai-works-unveiling-the-power-of-location-analytics/>
[See editor notes at end of newsletter]



In today's digital age, data plays a crucial role in shaping business strategies and decision-making processes. **Placer.ai**, a leading location analytics company, harnesses the power of geolocation data to provide businesses with valuable insights. By collecting and analyzing data from mobile devices in an anonymized manner, Placer.ai empowers businesses to understand consumer behavior, track foot traffic, and gain a competitive edge in their respective industries. This article will delve into how Placer AI works, its applications across various sectors, and the measures it takes to ensure privacy and data protection.

Geolocation Data Collection

Placer.ai's core offering revolves around its sophisticated location analytics platform. Here's an overview of how Placer AI works:

Geolocation Data Collection:

Placer.ai collects geolocation data from mobile devices that have enabled data sharing in an anonymized fashion. This data is obtained from a wide range of mobile apps that incorporate Placer.ai's software development kit (SDK).

Location Insights

The collected geolocation data is then processed and analyzed to extract valuable insights related to brand dominance, consumer visitation patterns, demographic information, competitive benchmarking, and industry trends. These insights provide businesses with a comprehensive understanding of their market presence and help them make informed decisions.

Real-time Data

Placer.ai's software-as-a-service (SaaS) platform offers real-time data to its clients. This enables businesses to access up-to-date information that aids in crucial decision-making processes such as property rentals or purchases, timing of sales and promotions, and asset management.

Foot Traffic Analysis

Placer.ai specializes in analyzing foot traffic to various locations. By tracking cell phones with Placer.ai's SDK-enabled apps, the company can measure and interpret consumer visits to physical establishments. This data is instrumental in assessing the performance of brick-and-mortar businesses and optimizing marketing strategies.

Consumer Profiling

Placer.ai goes beyond foot traffic analysis by creating comprehensive consumer profiles. These profiles enable businesses to understand their target audience better, tailor their marketing campaigns, and make data-driven decisions regarding advertising spending.

Panel Size and Accuracy

Placer.ai ensures that its data panel is large and representative enough to accurately reflect visitor behavior across the United States. The company meticulously curates a highly accurate and current list of places to match points of interest with precise locations. Panel biases are carefully modeled and accounted for in extrapolations to provide reliable insights.

Applications of Placer AI

Placer.ai's location analytics and foot traffic data software find applications across a diverse range of industries. Here are some examples:

Retail

Placer.ai helps retailers analyze foot traffic patterns, understand customer behavior, and identify opportunities for growth. By leveraging location insights, retailers can optimize store locations, improve product placement, and enhance customer experiences.

Commercial Real Estate

Placer.ai assists commercial real estate businesses in making informed decisions regarding property investments and developments. The platform provides valuable insights into consumer visitation patterns, competitive analysis, and industry trends, enabling businesses to identify prime locations

A note of thanks to the following in preparing these newsletters (alphabetical order):

Mayor McCormick, Sharon O'Neal, Judy Peipert and Karen Sinks

for their ventures.

Financial Companies

Placer.ai's location analytics can aid financial companies in assessing the potential of investment opportunities. By analyzing foot traffic and consumer behavior, financial institutions can make data-driven decisions and allocate resources effectively.

Civic Organizations

Placer.ai's insights are valuable for civic organizations in urban planning, infrastructure development, and understanding community dynamics. By analyzing foot traffic and demographic information, civic organizations can make informed decisions about public spaces, transportation planning, and the allocation of resources to meet the needs of the community.

Hospitality and Tourism

Placer.ai provides valuable data for the hospitality and tourism industry. Businesses in this sector can utilize location analytics to identify popular tourist destinations, understand visitor behavior and preferences, and optimize marketing strategies to attract more tourists.

Marketing and Advertising

Placer.ai's location analytics can enhance marketing and advertising campaigns. By understanding consumer foot traffic patterns, businesses can target their advertising efforts more effectively, optimize ad placements, and measure the impact of their campaigns in driving in-store visits.

Shopping Centers and Malls

Placer.ai's platform is particularly useful for shopping centers and malls. By analyzing foot traffic, retailers within these establishments can gain insights into customer behavior, identify peak shopping times, and optimize tenant mix and lease agreements to create a thriving retail environment.

Privacy and Data Protection

Placer.ai takes privacy and data protection seriously. Here are some measures the company employs to ensure the security and anonymity of the data it collects:

Anonymized Data: Placer.ai collects data in an anonymized manner, ensuring that individual identities are not revealed. The focus is on aggregating and analyzing data at a broader level to extract valuable insights.

Compliance with Data Regulations: Placer.ai adheres to applicable data regulations and privacy laws, such as the General Data Protection Regulation (GDPR) in the European Union. The company implements strict data governance practices to protect user privacy and comply with legal requirements.

Data Security: Placer.ai implements robust security measures to protect the data it collects. This includes encryption, access controls, and regular security audits to ensure the confidentiality and integrity of the data.

User Consent: Placer.ai ensures that users provide their consent for data collection and usage. Mobile apps that incorporate Placer.ai's SDK inform users about the data that will be collected and how it will be used, giving individuals the choice to opt-in or opt-out of data sharing.

Data Retention: Placer.ai retains data for a limited period necessary to provide its services and deliver insights to its clients. Once the data is no longer needed, it is securely deleted or anonymized to further protect privacy.

Conclusion

Placer.ai leverages location analytics and geolocation data to provide businesses with valuable insights into consumer behavior, foot traffic patterns, and market dynamics. By harnessing the power of data, businesses can make informed decisions, optimize their operations, and stay ahead of the competition. Placer.ai's commitment to privacy and data protection ensures that the collected data is handled responsibly and with utmost security. With its wide range of applications across industries, Placer.ai plays a vital role in driving business success in today's data-driven world.



CJD E-CYCLE EVENT

RECYCLE TODAY FOR A CLEANER TOMORROW!

AUGUST 28 & AUGUST 29 | 9AM - 12PM

PARKING LOT ACROSS FROM LCCC AND DAIRY QUEEN GODFREY, IL

WE ACCEPT: COMPUTERS & LAPTOPS, MONITORS & TV, PRINTERS & SCANNERS, CELL PHONES, CABLES & ELECTRONIC ACCESSORIES

DO YOUR PART. RECYCLE SMART.

WE DO TAKE CELL PHONES!

AND MORE! IF IT PLUGS IN, WE CAN TAKE IT! ALL ITEMS WILL BE RECYCLED RESPONSIBLY.

CJD E-CYCLING info@cjdrecycling.com

QUESTIONS? CONTACT CJD! 618-659-9006

THANK YOU FOR HELPING US BUILD A GREENER FUTURE!

Godfrey 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.

Rec Center Update:

On July 15 and 16, five focus groups were conducted at Village Hall. Approximately 45 individuals gave feedback on questions relating to the potential of a recreation/community center in Godfrey. Questions ranged from:

- Is there a need for a center?
- What offering should the center provide?
- What would be the usage of the center?
- How could the center be funded?

The next phase is the consulting firm of Pros Consulting will use the information from the focus groups to develop a survey that will be available to a broader population.

Additionally, the evaluation of a potential site is in progress.

Godfrey's Business of the Month



Jamie Criter is the owner of Modern Daisy Boutique. Before opening her business, she spent her entire career in healthcare. Most of that time was spent working in Ophthalmology (the branch of medicine that deals with the diagnosis and treatment of diseases and disorders of the eye). Mrs. Criter was the Director of a surgery center and worked on one of the largest Ophthalmology randomized clinical trials, OHTS, and published in JAMA Ophthalmology medical journal for various glaucoma studies. Most recently, she has worked at Washington University School of Medicine in the Division of Oncology, with a focus on thoracic and melanoma cancer research. "I absolutely loved my career, my coworkers, and the opportunity to help make a difference in the lives of patients," Jamie lamented.

When Jamie's youngest child was getting ready to begin his senior year at Alton High School, she wanted the flexibility to be present for every basketball game and every special moment with her other children and grandkids. After a lot of thought and prayer, she decided to pursue a dream of owning her own business.

With the opening of Modern Daisy Boutique, the vision was a simple one. It was to offer custom t-shirts, hats and personalized gifts and to somehow give back to the community that she learned to love. But that vision has grown into something so much bigger.

Today, Modern Daisy Boutique offers women's clothing, jewelry, perfumes, handbags, gifts, home décor, custom apparel, and a carefully curated collection of clean-ingredient, all-natural products. They carry skincare, soaps, magnesium products, lip balms, deodorants, wellness products, and many handcrafted items created by talented local artisans. They proudly support local vendors who make handmade jewelry, soaps, and other unique products (editor's note: the importance of shopping local).

One of the favorite experiences in the boutique is "Make Your Own Candle Bar." Customers can create a custom candle in the fragrance of their choice. These make great gifts! The beads are made from 100% natural, renewable soy wax infused with premium essential oils. They are especially excited because fall scents will be arriving soon.

Giving back has always been one of the core values of Modern Daisy Boutique. They purchase from brands that also give back to organizations such as breast cancer research and human trafficking survivors. Just by simply buying a bottle of hand lotion you can provide a fresh start for a human trafficking survivor. Other offerings include bracelets that generate a different Bible verse every day. These bracelets also support human trafficking.

Modern Daisy Boutique provides prom, homecoming, and other special occasion dresses to young women who may not otherwise have the opportunity to attend these memorable events. They initially donated 100% of the dresses from our shop, but with the generous help of the community, more young women can attend events they wouldn't otherwise be able to.

The store carries cancer beanies and other cancer-related items, with proceeds benefiting the Bob Barczewski Patient Care Fund at the Siteman Cancer Center at Washington University School of Medicine. This fund provides financial assistance to patients who are undergoing cancer treatment and need a little extra support during an incredibly difficult time.

Looking back, Jamie realizes she never really left healthcare but simply found a different way to care for people. Whether it's helping someone feel confident and beautiful in a new outfit, supporting local artisans, encouraging teachers, helping students attend special events, or giving back to families facing cancer, serving others continues to be the heart of everything they do.



"Looking back at where we started and where we are today, I'm truly amazed by what we've accomplished in just two short years. What began as a simple dream has grown into so much more than I ever imagined. None of this would have been possible without the incredible support of our customers, our local vendors, our family, and the community. We are deeply grateful for every person who has walked through our doors, chosen to shop small, encouraged us, and believed in our mission. We feel incredibly blessed to call Godfrey home, and we look forward to continuing to grow, give back, and serve this wonderful community for many years to come," says Jamie

Modern Daisy Boutique was voted Best Local Boutique in 2024. On July 20, 2026, they celebrated their 2nd anniversary.

Modern Daisy Boutique is dedicated to style, community, and purpose. Located in Godfrey, Illinois, the shop offers a collection of women's clothing, including plus-size styles, for both everyday wear and special occasions. The store is located at: 5411 Godfrey Road, Suite C, Godfrey, IL 62035; or, www.moderndaisyboutique.com

Business hours:

Wednesday 11-5

Thursday 11-5

Friday 11-5

Saturday 10-2



The Captain Jake Ringering Memorial 2026 Golf Tournament

Remembering his life. Honoring his sacrifice.

Saturday
August 29, 2026
Check-in 8:00AM
Shotgun Start 9:00AM

All proceeds from the tournament will go towards The Captain Jake Ringering Memorial. The purpose of the memorial is to **provide funding to local first responders for training and continuing education opportunities**, as well as, **assistance in equipment updates** and the **advancement of lifesaving capabilities**. All of these areas were of upmost importance to Jake.

From the incredible contributions and support we've received since beginning in 2021, we have donated over **\$130,000** to local first responders, as well as, fund area scholarships in Jake's memory! We are determined to accomplish even more this year but we can only do so with the help of your generosity.

- ♦ **LEGACY Sponsorship \$2,000-** Team of 4 player entry, concierge cart, live recognition at tournament, keepsake event flag, hole sponsor sign, and the legacy sponsor gift package including: 4 event T-shirts, skins, premium box of golf balls, entry for all on course games, shootout raffle entry, 50/50 tickets and one raffle ticket per player. **TWO available for purchase ONLINE ONLY from July 11 at 10AM until sold out.**
- ♦ **HERO Sponsorship \$1,000-** Team of 4 player entry, live recognition at tournament, recognition on large event banner and hole sponsor sign. **HERO Sponsorship is only available until July 25, 2026.**
- ♦ **CAPTAIN Sponsorship \$500-** Recognition on large event banner and hole sponsor sign.
- ♦ **LIEUTENANT Sponsorship \$300-** Recognition on small event banner and hole sponsor sign.
- ♦ **FIREFIGHTER Sponsorship \$100-** Recognition on hole sponsor sign.

We are also accepting donations of gift cards and sporting event tickets. Another way to contribute would be to follow our Facebook page. There you will find more event information, including **online team registration, which opens August 1, 2026 at 10AM.**

We appreciate your response for all other sponsorships by August 14, 2026. A sponsorship registration form has been included for your convenience. Please make checks payable to: The Captain Jake Ringering Memorial and send to PO Box 595 Godfrey, IL 62035. Scan the QR code below to submit your sponsorship and pay online. Please contact us at jakeringeringmemorial@gmail.com with questions. Thank you for your thoughtful consideration!

Most sincerely,

Allison Ringering, President
The Captain Jake Ringering Memorial



Accepting the Challenge of Breaking Old Habits



Well, my kids sigh with exasperation when I say to them for the hundredth time, are you using those grocery bags I got for you? “I only have the ones you gave me, and they aren’t enough.” Or, “I keep forgetting them,” my son said as we looked at a pile of boxes he’s accumulated from Aldi.

“Keep them in the trunk of your car,” I remind him.

“Well, that’s not the problem. It’s after I use them and unpack in my kitchen that I forget to bring them back down to the car.” So, he’s at least halfway there. I took his bags and hung them on back door knob.

My son-in-law offers no excuse at all. But he’s nice enough to be silent when I bring up the issue again and again.

Yet, about a week ago, I saw a stranger walk into Schnucks with a bright yellow canvas bag. I guess it was canvas, though I didn’t get a close look, since she disappeared quickly into the tangle of people getting their carts, and I was over-stimulated with ecstasy.

It reminded me of a conversation I had overheard about a month ago between two women next to me in the self-checkout at WalMart. She was saying, “Well that’s the idea. We’re supposed to stop using these,” she said to her companion as she pulled open another plastic bag.

I was sharing all this with my husband at Taco Bell during our thrice-weekly lunch out, when I realized I didn’t have my bamboo set of utensils with me. “Oh shoot. They’re in the glove box,” I confessed.

He started to stand up to go get them, when he realized we had driven the wrong car. “Crud,” I said. It’s a process....We’ll have to go to REI to get another set of bamboo utensils to keep in our second car.

*Brought to you by the Godfrey Sustainability Commission
Mary Carol Ghislin*

Don’t forget.....

Commercial Property Enhancement Grant

Businesses located in the Godfrey Business District are eligible to take advantage of the “Commercial Property Enhancement Grant” program.

Funding: First \$30,000 maximum grant is 50% match; and \$30,001 to \$100,000 is 25% grant for eligible expenses; and above \$100,001 is 5% grant up to a total grant amount of \$40,000.

Eligible Expenses: Significant facade renovations, signage, awnings, doors, windows. Landscaping if it follows Godfrey Ordinance No. 15-2007. Parking lots if brought up to ADA compliance and Village codes. All appropriate permits must be secured.

Ineligible Expenses: Regular repairs and maintenance, demolition, design, permit fees; and expenses incurred or contracted prior to grant approval.

Eligibility Criteria and Conditions: Owners and tenants of properties within Godfrey’s Business District (at time of application). The property’s primary use must be for commercial use. Tenants must provide written authorization from the property owner for the contemplated improvements and participation in the program. If the tenant or owner who receives grant funding should close, move, or remove work financed with a grant within five years of grant date, repayment of the grant may be required, pro rata for a period of the remaining three-year term. No additional grant funds are available for similar work at same space for a period of at least five years. Application for the grant does require three bids. *The grant must be approved prior to commencement of work.*

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.

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 nomination form can be found at www.godfreyil.org. The form should be completed, saved as a PDF file and emailed to 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

How "Good Neighbors" are selected:

Contributes to the welfare of others	Weight 40
Individual's efforts are on a pro bono basis	30
Is an educator, civic leader, non-profit leader, long-time community volunteer	10
Brings community together	5
Exhibits leadership qualities	5
Extended exhibition of active citizenship	5
Nominees should be able to document the results of their individual involvement through published reports and/or testimonials	<u>5</u>
	100



Oh, and one more thing.....

I decided to have the lead article in this month's newsletter to be an explanation of Placer AI™, how it works, and how it can be used. We have looked at the potential of utilizing this program before, but two issues did arise. One on was the price! The other was the feed back we got from residents about privacy concerns.

The reason for revisit is due to the research that is ongoing related to the rec/community center. The price is still an issue. For those that have privacy concerns, I get it. The reality is that our privacy is a thing of the past in today's connected world. Still, the pervasiveness of surveillance is concerning. When I get in the truck in the morning, my cell phone tells me I'm seven minutes from work — how the heck does it know I'm going to work?! Be assured that while Placer AI™ is being reviewed, there is absolutely no decision made on its use at this time.

Congratulations to Modern Daisy Boutique on being Godfrey's Business of the Month. Talk about a business with a mission! Jamie and her crew exemplify the importance of small business in a community. Stop in and see them.

We could use some nominations for Good Neighbor. Please review the criteria above. If you know of a good candidate, we would appreciate hearing from you.

Mark your calendar for E-cycling day on August 28 and 29 at the LCCC campus; and don't forget that the Secretary of State will have DMV services at Village Hall on September 1 (10 a.m. to 2:00 p.m.). Call the Clerk's office for information or to schedule an appointment (618-466-3381). Finally, the Great Godfrey Maze opens September 18.



Jim Mager
Economic Development
618-466-3325
jmager@godfreyil.org

What is going on in Godfrey?

Go to www.visitgodfrey.com to get up-to-date information about all the things the Village of Godfrey has to offer.