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MINNESOTA SHOPPING  
CENTER ASSOCIATION

FEBRUARY 2020

# The Connection

FEATURE  
NEWS

## Three Facebook Ads Tools You Need to Use in 2020



by Brian V. Matson  
TWSIX DIGITAL

Have you ever been followed around the internet by a toaster that you looked at on Amazon? The toaster appears on virtually every website you visit and social platform. It's almost like magic. There's no doubt that today's marketing tools are extremely powerful and accurate. The good news is that those tools aren't exclusive to just the big brands. You can use them too!

First of all, if you are using the "boost" button on your Facebook Page, congratulations. You've taken an important first step by seeing the value of a paid social presence. With that said, you could be doing better. It's time for you to graduate to the [Facebook Ads Manager](#). If you're spending any amount of money at all on Facebook you should be using their ads manager. It's simply a superior tool with a powerhouse of options that you can use to up your advertising game. Opening an account is absolutely free. The only time you spend money is when you're actually running ads.

Secondly, once you've created an ads account on Facebook the first thing you should do is create and install a [pixel](#). You've probably heard pixels referred to as "cookies" before. Essentially, a pixel allows Facebook to track users that visit your website. Installing a pixel might sound like a big task, but Facebook actually does most of the work. All you have to do is paste a small snippet of code

onto your website. Google it. There are a million tutorials out there. It's worth taking the time to do so.

Lastly, with the pixel installed on your website you can utilize something called [Custom Audiences](#). Custom Audiences are a feature within the Facebook Ads Manager that allow you to create highly-refined target audiences for your ads based

“Not only can you target users who have visited your website, but you can target users based on which individual pages they've visited.”

on the pixel data that has been collected from activity on your website. It gets even better. Not only can you target users who have visited your website, but you can target users based on which individual pages they've visited. Let that sink in. You can target users based on the pages they have already visited. Pretty powerful stuff when it comes to ad targeting.

Together, the Facebook Ads Manager, pixel, and Custom Audiences provide you with remarkable tools to target the most perfect audience. These tools are just the beginning of what's available. Next check out "Lookalike Audiences" and "Email Custom Audiences". They will completely blow your mind ad open in an entirely different level of ad delivery options for your small business.

To learn more check out [Facebook Blueprint](#) or visit our blog at [TwoSix Digital](#).





## Session Preview



By Sonnie Elliot,  
Faegre Drinker

The legislature will convene the second year of its biennial session on February 11, 2020. In 2019, the legislature passed a \$48 billion two-year operating budget. This session elected officials will focus on the state’s infrastructure investments through passage of a Capital Bonding bill.

MSCA has had recent successes securing significant reductions in the Statewide General Property tax levy. Members should be seeing the effects of these reductions on tax assessments this year.

We will continue educating legislators, at the Minnesota State Capitol, about the benefits of shopping centers to our economy. MSCA members will be partnering with our colleagues in the commercial real estate industry for the Minnesota Commercial Real Estate Morning at the Capitol, on March 26, 2020. This is a great opportunity to share MSCA’s priorities for lower taxes, a robust transportation system and fair fee assessments by local governments and the Met Council. We encourage everyone to attend.

This session the legislature will be debating the \$5.3 billion in capital funding requests that have been brought forward by state agencies and local units of government. The capital budget bill needs a “super majority” of votes for passage; requiring bi-partisan support. Securing bi-partisan support for the capital budget is made more difficult because all 201 House and Senate members will be standing for election in November 2020. Legislators will be thinking of their elections each time they cast a vote during committees and floor sessions.

The legislature is constitutionally required to adjourn on May 18, 2020.



**SAVE THE DATE**  
29th Annual Golf Tournament  
JUNE 15TH, 2020  
MAJESTIC OAKS GOLF CLUB



Protecting businesses isn’t a sideline for American Family—it’s a big part of who we are. In fact, we’re the **Top Commercial Insurer in Minnesota**. Our strength allows us to offer a broad range of high-quality products and services at competitive prices. We have specialized products for your business or property, with a full team of local and regional adjustors to respond when you need us.

Reducing risks means reducing costs—and improving your bottom line. As an American Family policyholder, you’ll have access to board certified safety professionals, as well as safety tools and materials, to proactively help you make your workplace or property safer for your employees or customers.

We are the non-brokered carrier. So you will not hear about us from an insurance broker. To take a look at what we have to offer please contact me directly. With 6.9 billion in equity we are financially stable and committed to providing the protection you want and the services you expect for competitive prices.

Based on Commercial Multi-Peril direct premiums written, according to a 2013 report by SNL Financial.



American Family Mutual Insurance Company, S.L., and Its Operating Companies, 6000 American Parkway, Madison WI 53783

**Fost Choles Agency Inc**  
(952) 224-2992  
fcholes@amfam.com  
www.fostcholes.com



# Minnesota Marketplace

- ▶ The Minnesota husband-and-wife home renovation team plan to open a shop, **FOXWELL**, mid-March on the corner of 44th and France Avenue in Edina, in the former Linhoff Photo building.
- ▶ **POTLUCK FOOD HALL** now open at Rosedale Center in Roseville.
- ▶ **IRON EXCHANGE TAVERN & BREWERY** recently opened in Maple Plain in the former Maple Plain Food Center.
- ▶ Look for **TRAVAIL** to open its new location in Robinsdale in March. The **PIG ATE MY PIZZA** is taking their old location.
- ▶ We say good-bye to Duluth's oldest microbrewery, **LAKE SUPERIOR BREWING**, which recently closed its doors permanently.
- ▶ **HICKORY N' HOPS**, a Lyndale Avenue smokehouse-style restaurant that launched last year at the site of the former Lyndale Tap House, has closed for good just months after converting the space.
- ▶ Topgolf competitor **DRIVE SHACK** cancels plans for Bloomington location along Highway 494.
- ▶ **CHASE BANK** has its sights set for a branch in the heart of downtown Minneapolis. They recently opened in St. Louis Park at WestEnd.

- ▶ Burger bar chain **JL BEERS** closes Northeast Minneapolis location.
- ▶ Southdale Center lands **PARSONS XTREME GOLF** store.
- ▶ Apparel chain **J. CREW** plans to close its store at Rosedale Shopping Center.
- ▶ **T.J. MAXX & HOMEGOODS** plan to relocate the retail store from Cobblestone Court to Burnsville Market Place in early 2020. You will also see **SIERRA TRADING POST** them in Burnsville Marketplace. Look for **SIERRA TRADING POST** in Eden Prairie this year as well.
- ▶ **HOBBY LOBBY** has opened its latest Minnesota location in Virginia in the Thunderbird Mall. Look for another store to open soon in Minnetonka along Highway 394.
- ▶ **ERIC THE RED**, owner Erik Forsberg, who was close to the US Bank stadium announced they are moving to South Minneapolis at **LOWA 46**.



by Johnny Reimann,  
MID-AMERICA REAL ESTATE –  
MINNESOTA, LLC



by Lisa Diehl,  
DIEHL AND PARTNERS, LLC

**RETAILER TID-BIT**  
 Holiday sales growth offers a boost of optimism. According to the National Retail Federation the 4.1% improvement nearly doubled 2018.



PIG ATE MY PIZZA



DRIVE SHACK



ERIC THE RED

## MEET LEADERSHIP – 2020 NEWSLETTER CO-CHAIRS



### PAULA KLIMEK-PARTCH

**COMPANY:** SullivanDay Construction  
**JOB TITLE:** Project Coordinator  
**AREA OF FOCUS:** Commercial Construction  
**YEAR JOINED MSCA:** 2016

#### WHAT WAS YOUR FIRST JOB IN THIS INDUSTRY AND FOR HOW LONG?

My first job in this industry was back in August 2005 where I was hired to be the Project Coordinator for the 400-unit condominium conversion of the apartment building I lived in in downtown Minneapolis. The construction office was set up in an apartment on the 1st floor so my daily commute was an elevator ride from the 15th floor (where I lived) to the 1st floor. That was one pretty sweet morning commute. That project lasted about 3 years.

**WHAT KEEPS YOU IN THE BUSINESS?** I enjoy this business as it is one of a kind, constantly evolving, changing, never the same from day to day with a medley of variety and numerous opportunities to learn more and more.

**WHO HAS BEEN AN INFLUENTIAL TEACHER, MENTOR, OR MODEL TO YOU AND WHAT DID YOU LEARN FROM THEM?** My dear friend, Corina Booth who I met in 2003 when I was working in residential property management, which, at times, can be a tough business. As a role model, Corina was always optimistic, great fun to work with and used her great sense of humor to get through tough situations like when your phone was ringing off the hook with calls from homeowners complaining & sometimes yelling at you about the lack of snow removal in their townhome association. She taught me to be cool as a cucumber in heated situations and always show your best no matter what.

**WHAT PROFESSION OTHER THAN YOURS WOULD YOU MOST LIKE TO ATTEMPT?** I have always thought being a Private Investigator would be fascinating work.

**WHAT IS YOUR MOTTO / PERSONAL MANTRA?** Don't worry, it will work out and always smile

**WHAT HOBBY OUTSIDE OF WORK ARE YOU REALLY PASSIONATE ABOUT AND WHY?** I am a huge music lover. My husband sings in the Minnesota Chorale and now I've added opera and arias to my listening repertoire of music.

**WHEN YOU RETIRE,** I would like to purchase a large farm where we can take in homeless animals and give them a grand place to live out the rest of their lives



### SUZANNE JONES

**COMPANY:** Mid-America Real Estate – Minnesota, LLC  
**JOB TITLE:** Marketing Director  
**AREA OF FOCUS:** Company Marketing, Graphic Design, Social Media etc.  
**YEAR JOINED MSCA:** 2015

#### WHAT WAS YOUR FIRST JOB IN THIS INDUSTRY AND FOR HOW LONG?

Mid-America is my first job within the Real Estate industry and have been with them for 4 ½ years.

**WHAT KEEPS YOU IN THE BUSINESS?** Being that I came from marketing for an insulation accessories company, let's be honest, anything is more exciting than trying to make caulk, staples and insulation look pretty! All jokes aside, retail is fascinating to me, the climate is everchanging, seeing all the unique new concepts coming to market and the solutions retailers, brokers and landlords must come up with to adapt with current needs.

**WHAT IS THE MOST UNIQUE PROJECT/LEASE/PROPERTY THAT YOU EVER WORKED ON IN YOUR CAREER?** A supportive team is number one. Since I am on the graphics/creative side, I'm not working the deals, I'm providing materials to help market the property in its best light, and with that it's helpful to have a team of brokers willing to be open to design ideas and looks that they may have never seen before and have the ability to work with me to come up with something everyone can be happy with including the landlord and/or developer. Deal killers are when a team is divided down the middle. Everyone has their personal likes and dislikes, it's my job to help find the happy medium, which can be a challenge at times.

**WHAT IS THE MOST UNIQUE PROJECT/LEASE/PROPERTY THAT YOU EVER WORKED ON IN YOUR CAREER?** Hands down The Dayton's Project. It's been an honor to be a part of the team brining this iconic property back on the map. From creating the initial concept pitch up to today's current marketing it's been a fun ride to even be a small part of. Like everyone else in the state, I'm equally excited to see the final reveal.



**WHAT IS A UNIQUE SKILL THAT YOU HAVE?** I can draw pretty ok. (See photo at left)

**HOW DO YOU LIKE YOUR EGGS?** Fried on top of English muffin or toast.



# North Loop



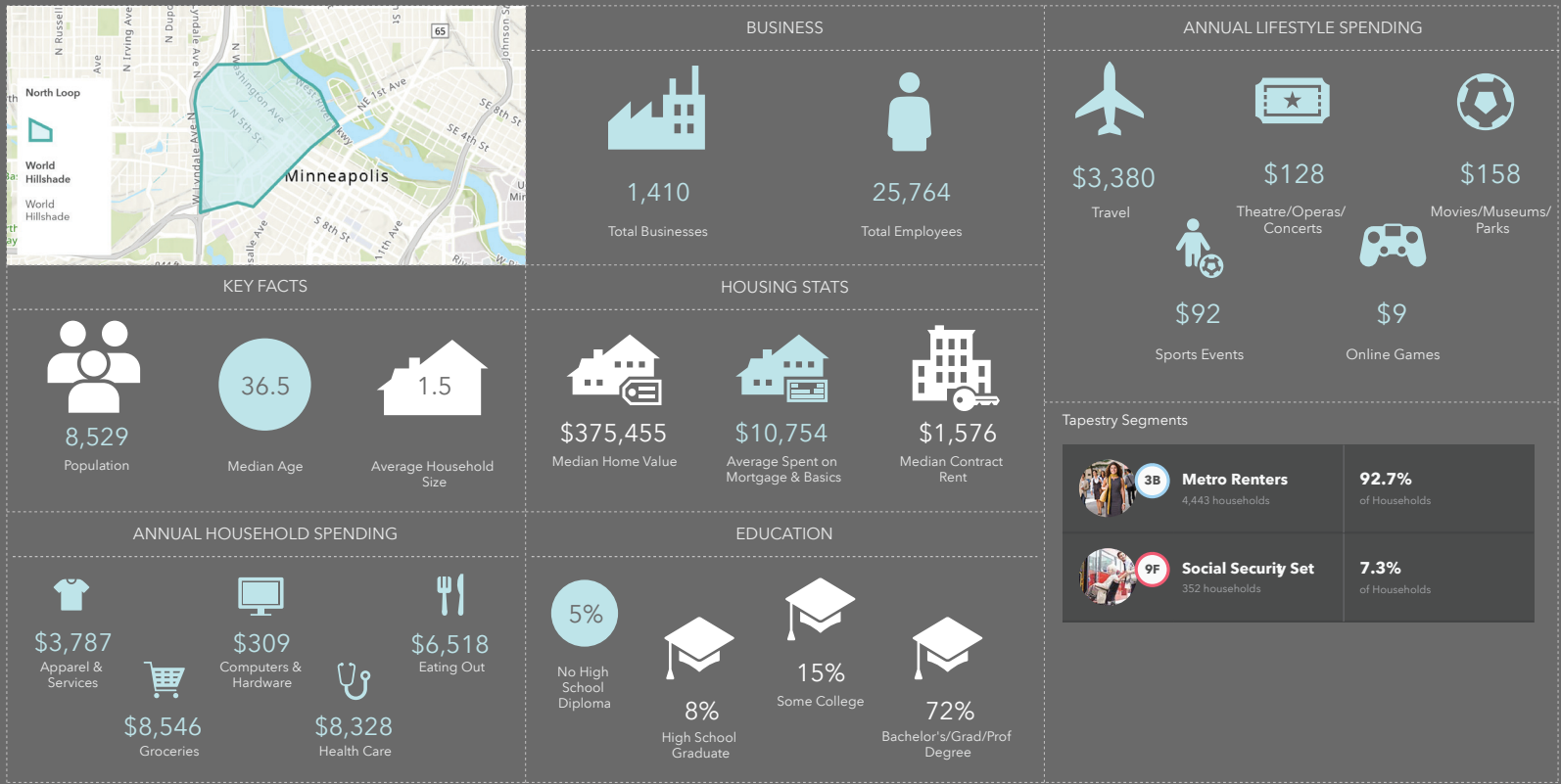
by Suzanne Jones,  
MID-AMERICA REAL ESTATE –  
MINNESOTA, LLC

Notable for its warehousestyle of buildings, North Loop continues to see a boom in retail, dining, office space and residential. And did we mention breweries? Boutique shopping draws visitors from the suburbs and restaurants like Smack Shack and Spoon & Stable keep them around through the evenings. Target Field attracts fans for gametime, the farmers market offers local goods year-round and the Northstar Line train shuttles in passengers from as far as 40 miles north of downtown.

## North Loop Marketing Profile

North Loop  
Area: 0.96 square miles

Prepared by Esri



**MSCA IS CURRENTLY LOOKING FOR COMMITTEE MEMBERS FOR 2020!**

[CLICK HERE TO LEARN MORE!](#)

If you would be a dedicated and hard-working addition to one of our eight committees, then take a look at our committee page for your chance to contribute to this great organization!

Committees meet at all sorts of different times throughout the year, so find the one that fits your interests and schedule the best.

**MSCA 4TH ANNUAL TUBING & NETWORKING EXTRAVAGANZA EVENT AT BUCK HILL!**

MSCA 4th Annual Tubing & Networking Extravaganza Event at Buck Hill!  
**FEBRUARY 25TH**

- Tube as a racer or recreationally
- Win Prizes
- Enjoy live music and networking

[CLICK HERE TO REGISTER](#)

Last Year's Champions! ▶



## 2020 Legislative Contributors Corner



**NAME:**  
Deb Carlson

**WHY DO YOU CONTRIBUTE TO MSCA'S LEGISLATIVE FUND?**  
I want to know that my client's concerns are heard at the Capitol. We work in a very complex environment, and we need to make sure our elected officials understand the impact of their work on our industry.

**WHAT BENEFITS HAVE YOU SEEN BY CONTRIBUTING TO MSCA'S LEGISLATIVE FUND?** MSCA is well known for their expertise in retail real estate issues, and when they speak to legislators, it has impact. Their successes benefit us all.

**WHY WOULD YOU ENCOURAGE OTHER MSCA MEMBERS TO CONTRIBUTE TO MSCA'S LEGISLATIVE FUND?** The MSCA Legislative team works very hard to bring our concerns and our expertise to the Capitol when it is needed. We can't all be there for those conversations, but with small contributions from all of us, we can make sure they have what they need to make it happen.

## WELCOME NEW MEMBERS!

- LYNNAE ROSS .....Ace Asphalt, Inc
- DAN HUSFELDT .....Quality Trusted Commercial  
Construction & Roofing, Inc.
- RACHEL PYTLAK .....Hines - Galleria
- JAMIE SCHEFFER.....City of Burnsville
- CONNOR BRUNS .....Mid-America Real Estate -  
Minnesota, LLC
- JEWELIE GRAPE.....J. Grape Law, PLLC
- NICOLE ZELICKSON .....H.J. Development
- JOHN FRIETAS.....Nor-Son Construction

- TIFFANY NAGLE .....Emser Tile
- MICHELLE SHAWHAN .....Cushman & Wakefield
- CINDY GRADY.....Davey Tree Expert Company
- ZACH SCHROEDER.....TruStone Financial
- CAROLE METTE.....Inland Development Partners
- JOE HOLMAN .....Insight Restoration, LLC
- MIKE ANDERSON .....RTD Powerwashing
- HARRISON GRONES .....Cambridge Commercial Realty
- TYLER KURTZ.....CBL & Associates Properties, Inc.
- JEREMY GRITNER.....Colliers|Minneapolis – St. Paul



**JANUARY PROGRAM SPEAKERS:**  
**WENDY AASERUD**, Cushman & Wakefield – moderator  
**TED C. JONES**, Stewart Title Guaranty Company



**PROFESSIONAL SHOWCASE**

Since 1998, **CLEAN RESPONSE** has been the preferred restoration experts of the area's preeminent management companies. Having worked in industrial complexes, commercial offices, and multi-housing properties, and retail spaces, Clean Response provides a seamless service, from the first call to the final inspection. The Clean Response Team is known for their swift response time and professionalism, in handling everything from a sewer backups, pipe breaks, fire damage, mold, and bio hazards and trauma scenes. With a team of professionally trained and certified individuals, property managers can trust in Clean Response when disaster hits.



**HAVE YOU SEEN?**

Las Margaritas in Cottage Grove was formerly a Perkins.

**MSCA SCHEDULE OF EVENTS » 2020**

Log on to [www.msca-online.com/events/calendar](http://www.msca-online.com/events/calendar) for full calendar and updated information.

- WEDNESDAY FEBRUARY 5TH** – Monthly Program
- THURSDAY FEBRUARY 20TH** – Third Thursday
- TUESDAY FEBRUARY 25TH** – Annual Tubing Event
- THURSDAY FEBRUARY 27TH** – Chamber Day at the Capitol

**THANK YOU**

to our January Third Thursday Sponsor –



**REGISTER FOR THESE 2020 CALENDAR EVENTS**

**DID YOU KNOW: YOU CAN VIEW THE LIST OF ATTENDEES TO ANY OF OUR EVENTS IF YOU CLICK ON THE EVENT?**

EVENT	VENUE	DATE
STARR POWER: IN-DEPTH INSIGHTS WITH STARR NOMINEES	Doubletree Park Place	February 5, 2020
<b>THIRD THURSDAYS NETWORKING - FREE</b> <i>Sponsored by Qt Commercial</i>	JJ's Clubhouse	February 20, 2020
4TH ANNUAL TUBING EXTRAVAGANZA	Buck Hill	February 25, 2020
CHAMBER DAY AT THE CAPITOL	Capitol	February 27, 2020

[WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2020-02](http://WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2020-02)