

INSIDE THIS ISSUE:

Sustainability1

Member Profiles.....2

Silver Linings3

Rising Star4

Calendar of Events.....4

Corporate Sponsors5

STARRSM Awards Nomination Form6



**MINNESOTA SHOPPING
CENTER ASSOCIATION**

JULY 2020

The Connection



Sustainability and Consumer Perceptions



by Cindy Grady,
DAVEY TREE EXPERT COMPANY

HUMAN PERCEPTIONS ARE LIMITED. Simply put, we are limited by our senses, locations, and point in time. For example, we cannot sense carbon monoxide, from most of our locations we cannot see the destruction of the Amazon Rainforest. The fact that time moves slowly prevents us from fully understanding our environmental changes. These impediments create unique challenges for businesses to move to a more sustainable business model.

To further challenge an adjustment to sustainable activities is the consumer’s perception that the product quality will decrease, the price will increase, or both. Several companies are currently using sustainable practices. They use less water in manufacturing, use drones to spot diseases in farming and a car manufacturer has dropped the energy used to make its cars by 75%. Unfortunately, because of our perceptions, they choose not to share these innovative ideas.

For sustainability to be embraced, we need to overcome our perceptual barriers. As a business, we can start that process by being strategic in our advertising/displays, word positioning, informational feedback, and hands-on opportunities to try new behaviors. An excellent example would be to put a sticker with the word “Landfill” on our garbage can lids. This simple word may cause us to consider what and how much is being sent. If using informational feedback, we could present a positive response to a sustainable act like a smile after recycling. Doing this may mean that we are more likely to repeat that action.

While there are still a few barriers to overcome before we gravitate to sustainability naturally, we are moving in the right direction. We, as business owners, have the power to influence these changes. ■

“The hardest thing to change is your mental model – your belief about how the world works.”

Professor Steve Evans,
Cambridge University

HAVE YOU SEEN?

A new development in Rogers opened this spring featuring **DUNKIN', JERSEY MIKE'S AND FREDDY'S.**

WELCOME NEW MEMBERS!

JACK BECKER Bremer Bank

JESSE KEENY Welsh Construction

GARRETT STUDDER Great Southern Bank

MEMBERSHIP PROFILES – COVID-19 EDITION



JOE HOLMAN

COMPANY: Insight Restoration

JOB TITLE: Director of New Business

AREA OF FOCUS: Commercial Water, Fire and Storm Mitigation along with Mold Remediation

YEAR JOINED MSCA: 2019

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

I started with a franchise restoration company in 2008 - left in 2015.

WHAT KEEPS YOU IN THE BUSINESS?

Ever since I was a kid I've always loved using my gifts to help and put others first. It's a family trait. I have several family members that served our country in the military. My grandmother was a nurse. My dad was a doctor. My mom worked closely with the Sisters of St. Joseph and was the president of the Friends of Batahola. My sister was an athletic trainer. It's in my blood to help others in need. So, to be a member of the Insight Restoration team, in this industry, is a perfect fit. I have the honor to get up everyday and help people and businesses get back on their feet after a life-altering disaster.

WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU?

You need to have a "why". Simon Sinek says that people don't buy **what** you do, they buy **why** you do it. Insight Restoration truly believes that we can change our industry for the betterment of the world. That is our "why", and our dream. And we are proving it with our patented drying technology along with our unique service capabilities and the experience we provide our customers. No one else in the world can do what we do right now. Regarding the deal killers, my opinion is that pigs get fat and hogs get slaughtered. As soon as the mentality to be the largest, or the most profitable, or to have the most storefronts in the country becomes the main objective, the dream dies. Those things might someday be the **result** of our dream, but it will never be our "why".

WHAT IS ONE INTERESTING FACT THAT NOT MANY PEOPLE KNOW ABOUT YOU?

I was a two-sport collegiate athlete (football and baseball).

WHAT NEW HOBBIES HAVE YOU PICKED UP DURING THIS TIME?

I've been brushing up on my Spanish while learning Irish and Navajo. I'm Irish and want to travel and golf there someday. I chose Navajo because my understanding is that Navajo is a dying language, and that breaks me up thinking that an entire language may disappear someday.

DESCRIBE YOURSELF IN THREE WORDS.

Genuine. Loyal. Driven.



LAUREN VANRANST

COMPANY: HJ Development

JOB TITLE: Senior Property Manager

YEAR JOINED MSCA: 2019

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

I started as a Property Management Intern at HJ in 2013 for one year until I graduated college and was hired full-time.

WHAT KEEPS YOU IN THE BUSINESS? I love working at HJ and getting to know people in the industry, as well as working with the array of businesses that we have as tenants.

WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU? I need coffee, a challenge, and mentorship to be successful. A deal killer would be not feeling valued in my workplace, which I am grateful is not the case!

WHAT KIND OF TECHNOLOGY HAS KEPT YOU THE MOST UP TO DATE DURING COVID-19? All social media platforms. I have found Twitter is the place to find things out first.

HOW LIKELY ARE YOU TO CONTINUE WORKING FROM HOME?

Not likely at all. We have a small office and I like working with others; however, I have found that I can be very productive when working from home still!

HOW DO YOU LIKE YOUR EGGS? All ways, I am hugely obsessed with breakfast food.

WHAT RESTAURANTS WERE YOU SUPPORTING DURING SHELTER IN PLACE AND WHY? Our Kitchen Diner for pancakes, Red Cow for burgers, and Dairy Queen for dessert. I'm very pregnant and have a sweet tooth!

WHAT IS YOUR FAVORITE LOCAL ACTIVITY? Walking around the lakes is my favorite thing to do, particularly Lake Harriet.





Silver Linings

▶ Village of Blaine opened three new retailers this spring — **CUB LIQUOR, DOLLAR TREE**, replacing the former Pier One, and **FIVE BELOW**, replacing the former Dress Barn.

▶ **BILLY'S SUSHI** will be opening in the former Sweet Chow space in the North Loop.

▶ **THE GROCER'S TABLE** opened in Wayzata on June 3rd.

▶ The operators of Ward 6, which closed in 2018, re-opened the location as **EAST SIDE BAR** along Payne Avenue in St. Paul.

▶ The former Tim Horton's has now transformed into **PHO MAI** in Dinkytown, operated by the owners of MT Noodles.

▶ Justin Sutherland will open **THE HANDSOME HOG** in the former Fritz restaurant space in the Cathedral Hill neighborhood of St. Paul.

▶ **DUNKIN/BASKIN ROBBINS** opened in the former Tim Horton's space at Cliff Plaza in Eagan.

▶ The former Tim Horton's in Rice Street Shoppes will be home to a Parisian bakery named **LA DELICIOUS BREAD**, under construction now.

▶ **F45** is signed a lease for 2,540 square feet at 365 Nicollet in Minneapolis.

▶ **STARBUCKS** is under construction for approximately 2,200 square feet at West 7th Street & Davern in Sibley Plaza, St. Paul.

▶ **HOME GOODS** just opened a 23,600 square foot store at Brixmor's Burning Tree Plaza in Duluth.

▶ The former Galaxy Drive In, now called **CLAYS GALAXY DRIVE IN**, overlooking Highway 7 in St. Louis Park is back in business and open for the summer.



by Lisa Diehl,
DIEHL AND PARTNERS, LLC



by Holly Robinson,
MID-AMERICA REAL ESTATE – MINNESOTA, LLC

▶ **EDEN PRAIRIE SCHEELS** will reopen in July in a new 250,000-square-foot location in the Eden Prairie Center. The new Eden Prairie SCHEELS will feature 85 specialty shops, a 16,000-gallon aquarium, Ginna's Cafe, Fuzziwig's Candy Factory, a 65-foot Ferris Wheel, interactive games for the whole family, and many more attractions.

▶ **CAJUN DELI** and **PASTA ZOLA** opened in Shakopee at Southridge Crossing.

▶ Opening soon at Burnsville Marketplace, **HOMEGOODS, T.J. MAXX**, and **SIERRA** in Burnsville.

▶ Minneapolis-based Hemisphere Restaurant Group, LLC aims to open **TAVERN BAR + GRILL** at 15435 Founders Lane by late August.

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.

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

RETAILER TID-BIT

Consumers were expected to spend \$6.52 billion on food for Independence Day this year. Source: NRF

PARKING LOT OVERLAY · SEALCOATING · CONCRETE REPAIRS · PAVEMENT MARKING

MINNESOTA ROADWAYS CO.
Parking Lot Paving Specialists since 1953

CALL (952) 496-2651 or VISIT www.mnroadways.com



Prospect Park – The Witch’s Hat Tower



by Lisa Diehl,
DIEHL AND PARTNERS, LLC

Prospect Park is a historic neighborhood within the University community of the U.S. City of Minneapolis, Minnesota. The area is bounded by the Mississippi River to the south, the City of Saint Paul, Minnesota to the east, the Burlington Northern railroad yard to the north, and the Stadium Village commercial district of the University of Minnesota to the west. The neighborhood is composed of nine sub-neighborhoods which include: 4th Street, Bridal Veil Falls, Glendale, Motley, River Road, Prospect, North, Stadium Village, South of Franklin, and Tower Hill.

The 1913 Prospect Park Water Tower is a landmark and neighborhood icon. The tower is called the Witch’s Hat Tower atop the highest natural land area in Minneapolis. Today the structure is part of Tower Hill Park, a Minneapolis City Park.

Arguably Prospect Park’s most traveled area, Stadium Village is a year-round destination for Twin Cities residents and regional visitors who attend events at the University of Minnesota’s TCF Bank Stadium. Stadium Village sits at the eastern edge of the University of Minnesota and includes the residential and commercial districts north and south of SE University Avenue. Here you will find U of M student housing, college facilities, retail and grocery which serve the area, and the most extensive array of student-focused businesses and services this side of Dinkytown.

TCF Stadium (also known as “The Bank”) is a 50,000-seat arena that opened in 2009. It hosts University of Minnesota football games and other collegiate sporting events.

Several new residential apartments projects have been built in the neighborhood in the last two years and include: The Pillars of Prospect Park-Assisted Living, The Link, Green on Fourth, Quad on Delaware, and The Louis.



The area has added a Fresh Time Farmers Market, along with additional ancillary retail to service the new residents. The redevelopment of Malcom Yard Market has been pushed out. The area is also home to Surly Brewing.



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 |
|-----------------|-------------------------|-----------------|
| MSCA GOLF EVENT | Majestic Oaks Golf Club | August 17, 2020 |

**MSCA WILL CONTINUE TO MONITOR CONDITIONS AND MAKE EVENT UPDATES AS NECESSARY.
PLEASE CONTINUE TO CHECK THE CALENDAR OF EVENTS FOR UPDATED DETAILS.
WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2020-07**

MSCA WOULD LIKE TO THANK OUR 2020 CORPORATE SPONSORS!



Allied Blacktop Company
 Aspen Waste Systems, Inc.
 Barna, Guzy & Steffen, Ltd.
Bell Bank
 Braun Intertec
 Bremer Bank
 CBRE
 Clean Response
 Colliers IMinneapolis-St. Paul
 CSM Corporation
 Cushman & Wakefield
 Cutting Edge Property Maintenance
 Doran Companies
Dorsey & Whitney LLP
 DryTech Restoration and Construction
 Faegre Drinker
 Fendler Patterson Construction, Inc.
 Flynn Midwest LP
 Fost Choles Agency Inc. —
 American Family Insurance

Gausman & Moore Mechanical
 and Electrical Engineers
 Great Clips, Inc.
 Great Southern Bank
Grindstone Construction Services
 Guaranty Commercial Title, Inc.
 HJ Development
 Interstate Companies
 Johnson Financial Group
 Kimley-Horn
 Kraus-Anderson Companies
 Larkin Hoffman
 Launch Properties
 The Mandinec Group Landscaping Inc.
Maple Crest Landscape
 Mid-America Real Estate - Minnesota, LLC
 Midwest Maintenance & Mechanical, Inc.
 Oppidan, Inc.
 Prescription Landscape

Quality Trusted Commercial
 Construction & Roofing, Inc.
 Ridgedale/Brookfield Properties
 RMA Real Estate Services, LLC
 RPT Realty
 RSM US LLP
Rochon
 Ryan Companies US, Inc.
 Smith Gendler Shiell Sheff Ford & Maher
 Target Corporation
 TCF Bank
 Trautz Properties, Inc.
 U.S. Bank National Association
 United Properties
 Weis Builders, Inc.
 Westwood Professional Services
Wings Financial Credit Union

STARRSM Awards CALL FOR NOMINATIONS

Projects Completed by: September 1, 2019 - August 31, 2020 **Deadline:**
Nominations must be received via mail or fax by **July 16, 2020**.



The annual MSCA **Shopping Center Tribute Awards for Retail Real Estate (STARRSM) 2020** competition recognizes outstanding projects and industry leaders of Minnesota retail real estate and development.

1 Interior Design

- Full Service Restaurant: Sit down eatery with table-side service.
- Quick Service/Fast Casual/Fast Food: Limited menu and does not offer table-side service.
- Retail/Non-Food Service
- Entertainment/Experiential

2 New Construction

- Retail Single Tenant under 10,000 sf
- Retail Multi-Tenant under 10,000 sf
- Retail 10,000 sf – 20,000 sf
- Retail over 20,000 sf

3 Design & Aesthetics Renovation/Remodel

A retail project that was an enhancement of an existing retail structure.

- Interior Retail under 8,000 sf
- Interior Retail over 8,000 sf
- Exterior Retail under 20,000 sf
- Exterior Retail over 20,000 sf

4 Development Process

- Any size project with a significant retail component that had unique development issues, site approvals, technical, legal and financial challenges and/or incorporating sustainable design, materials or construction techniques.

5 Redevelopment

A project with a retail component that had an identifiable change of use to the project.

- Retail under 10,000 sf
- Retail over 10,000 sf

6 Mixed Use

- Any size project encompassing retail and other non-retail uses where retail has made a significant contribution.

7 Innovative COVID Transformation

Innovative use of space during COVID-19 orders and social distancing.

- Retail
- Restaurant

Eligibility

Projects completed and occupied between September 1, 2019 - August 31, 2020 are eligible.

Entries must be within the state of Minnesota.

Any one retail project may be submitted in multiple categories (use a separate form).

There is no fee associated with making a nomination. Upon qualification, projects are subject to a fee. Upon receipt of all nominations and after qualification, MSCA will mail final entry forms, guidelines, judging criteria and fee information to the submittal contact.

Awards will be presented at the STARRSM Awards holiday party on **Tuesday, December 1, 2020 at Golden Valley Country Club** in Golden Valley.

Name of Nominated Project _____

Award Category _____

Project Address _____ City _____

Nominated By _____ Phone _____

Submittal Contact _____ Phone _____

Company _____

Address _____

Email _____

Email completed form to ktopr@msca-online.com. For questions, please call Karla Keller Torp at (952) 292-2414.