

THE CONNECTION

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MINNESOTA SHOPPING
CENTER ASSOCIATION



“From Table to Tech” — How Restaurants Are Embracing Technology



by Lisa Diehl,
DIEHL AND PARTNERS, LLC

IT'S BEEN A WILD RIDE FOR THE RESTAURANT INDUSTRY THE LAST SEVERAL YEARS. WE WILL LOOK AT SEVERAL OF THE NEW ADAPTATIONS TO TECHNOLOGY AND INNOVATIONS DISRUPTING THE RESTAURANT INDUSTRY AND CHANGING THE WAY RESTAURANTS OPERATE AND INTERACT WITH THE CONSUMER.

KITCHEN EQUIPMENT/BACK-OF-THE-HOUSE OPERATIONS: Because of several challenges within the restaurant industry, primarily labor shortages, the service models are changing and going from table service to counter service. Kitchens will be larger, and you will see less front-of-house space, thus optimizing ‘off-premises’ sales.

Operators are looking to enhance speed and efficiency by using new technological innovations to make kitchens faster and more efficient. Future restaurant equipment will make it easier, faster, and more consistent in reducing cooking times. Chili’s, for example, is looking to create its *Kitchen of the Future Three* with technology-enhanced grills and ovens to speed cooking time and heighten consistency. The new equipment will automate several of the back-of-the-house functions. Test equipment includes a programmable TurboChef triple-deck oven for items like pizzas, ribs, and quesadillas. Also, a two-sided griddle which can cook both sides of burgers, steaks, chicken, and fish. Ovens will cook food 50% faster than a traditional conventional-belt version.

Scottsdale, Arizona based P.F. Chang’s has tapped a new kitchen inventory and operations management system, called *Crunch*, to save time, reduce waste and manage profitability. The company has also implemented *Zenput*, which streamlines operating procedures, hiring, and scheduling, and puts a focus on food safety, pinpointing areas for improvement and optimization.



Starbucks is investing \$450 million in equipment innovation. The equipment can cut the average time it takes to make a Frappuccino from almost a minute and a half to just over 30 seconds. Starbucks is also launching new pickup order boards with temperature controls to keep food fresh.

Many restaurants are also discovering that unified cloud-based platforms and innovations can automate inventory management, monitoring the use of ingredients and stock levels of products. Through the augmentation of enhancing technology in restaurants, restaurant owners will also be able to utilize their staff in more efficient ways.

ONLINE ORDERING TOOLS: Online mobile ordering and contactless payment programs top the list of technological advancements. The self-order kiosk, better known as your ‘smartphone in your pocket’ will continue to replace restaurant staff. Improved digital ordering is already providing restaurants owners with more speed and efficiency.

Artificial intelligence is being used to recommend products based on a customer’s transaction history, loyalty program information, location data, and other integrated data points.

Artificial intelligence is what it sounds like: Intelligence that did not happen naturally. Instead, it is created by a human to allow a computer to mimic human behavior. AI can receive information from the world around it and react to it, but it cannot store that information and use it to grow and become more complex over time. Siri and Alexa are good examples of AI — they can answer queries from their users, but they do not get to know their users over time, learning their wants and anticipating their needs.

– continued on page 2

CONTINUED: TECHNOLOGY IN THE RESTAURANT INDUSTRY

Toast, a point-of-sale company offers a program called *Kitchen Display System*, which connects the front of house with the kitchen staff for kitchen efficiency. Toast offers a Toast Go 2 mobile handheld POS device for tableside and curbside use, which also increases efficiency.

Order-ahead lanes, drive-thru windows and special areas for to-go meal pickups are taking up more space in the ever-expanding ‘off-premises’ restaurant tool kit.

VOICE TECHNOLOGY: Voice recognition technology will be useful in many aspects. It will help restaurants seamlessly connect with end-users and scale up their digital services so the consumer can simply unlock their devices, open restaurant apps, click on the microphone, and start ordering as per their preferences.

ROBOTS/DRONES: The restaurant industry has been talking a lot about robots replacing kitchen employees and being used as delivery vehicles. It still has not become mainstream, but there are companies, such as McDonald’s, who are working on robot prototypes. Or the delivery drone being tested by Domino’s Pizza.

SOLAR: KFC has unveiled a solar-powered drive-thru. The restaurant needed a canopy to protect workers from the sun and was able to utilize the canopy for solar panels.

SUSTAINABILITY – PACKAGING: Who knew eating out of a to-go container could be so enjoyable? Today’s sustainable take-home packaging can offer an experience for the consumer, provide technology-enabled convenience for the operator, offer speed of

service, and be 100% recyclable and compostable. McDonald’s Chick-fil-A, Sweetgreen and several other restaurants have begun the process of phasing out the use of added PFAS in packaging.

SUSTAINABILITY – ENVIRONMENTAL IMPACTS: As both businesses and consumers examine their environmental impacts, food waste prevention comes to mind for many. About one third of food produced for human consumption is lost or wasted. Food systems generate up to 37 percent of global greenhouse gas emissions.

Food buyers are beginning to see the positives of thoughtfully made food packaging that helps prevent food waste.

Thanks in part to Covid-19, the advancements in restaurant automation will help the industry in ways we never thought possible. Technology adoption will continue to be critical to the survival of restaurants. Updated high-tech tools will streamline food preparation, help with labor shortages, and ultimately continue to improve the diner’s experience.

QR codes are slowly replacing restaurant menus. Already popular in mobile-first societies like China, this restaurant technology is gradually going global, with more restaurants around the world adopting it. QR downloads have soared by more than 750% in the last couple of years.

- Benefits of AI in Restaurants:**
- Cut costs
 - Reduce errors
 - Customize orders
 - Improve guest service
 - Find new customers

REGISTER FOR THIS 2023 EVENT WITH JUST A CLICK ON THE EVENT!

EVENT	VENUE	DATE
Candid Conversations with Today’s Mall Managers	Oak Ridge Country Club	5/3/23

COMMERCIAL HANDYMAN SERVICES FOR ANY SIZED PROJECT

We approach every service job leading with hospitality and embracing technology to deliver on our promise of speed and quality for whatever your service need is.



May 2023

MINNESOTA SHOPPING
CENTER ASSOCIATIONIN THE
NEWS

Minnesota Marketplace

- ▶ **DAVID'S BRIDAL** the largest bridal retailer in the United States, has filed for Chapter 11 bankruptcy and will be closing all stores including five Minnesota stores.
- ▶ The 80-year old **UPTOWN THEATRE** will reopen this month, following a renovation.
- ▶ **BEV'S WINE BAR** in the North Loop, closed last month after a 28 year run.
- ▶ Italian restaurant, **ZELO**, reopens for dinner only for now in downtown Minneapolis after a three-year hiatus.
- ▶ **BEST BUY** will open a new outlet store in Blaine in the former traditional store location.
- ▶ **SAM ZHENG** is bringing **TE'AMO BOBA BAR** concept to the Twin Cities. The franchisee has opened several **BONCHON** locations, a Korean-style fried chicken chain. Sam has two **MANGO MANGO DESSERT** local stores and two **MILLION'S CRAB** local restaurants.
- ▶ **TARGET** will permanently close the West Lake Street in the Minneapolis' Uptown neighborhood.
- ▶ The popular donut shop, **BOGART'S DONUTS** recently opened another location at Miracle Mile in St. Louis Park.
- ▶ **JB HUDSON** and **THE GALLERIA** in Edina announced the jewelry store will be opening a store this summer.
- ▶ **BLUE CROSS BLUE SHIELD** is closing their four Minnesota retail locations, which include: Roseville, Edina, St. Cloud and Duluth.
- ▶ **PIZZA RANCH** closed in Maplewood this winter and will be replaced with another restaurant to be announced soon.
- ▶ **ULTA** and **PACIFIC DENTAL** will be opening in late 2023 in Cottage Grove at Grove Plaza. **PIZZA RANCH** will also be opening a freestanding restaurant location in town.
- ▶ **ICHIBAN SUSHI** will be opening at Brandon Square Mall in Edina.
- ▶ **PIZZERIA SOCIAL**, a new restaurant takes the place of Mezcalito Butcher in Apple Valley and is the latest concept from **MISFITS HOSPITALITY COLLECTIVE**, which also operates Farmer & the Fishmonger, the Bourbon Butcher, Volstead's House, Shakopee House and several others.
- ▶ **KABOB BY DANGERFIELD'S** is moving this month into the former restaurant space occupied by Don Ramon Street Tacos in Shakopee. The Mexican restaurant is moving next door to a larger space.
- ▶ **PINOLI**, Kim Bartman's latest Italian restaurant at the corner of Lake Street and Irving Avenue S. in Uptown Minneapolis is now open for dining.
- ▶ The **MALL OF AMERICA** is continuing to evolve its culinary offerings with the recent openings of **MOCHINUT**, **MASTER NOODLE**, and **VITALI'S KITCHEN**. Also, the Mall of America is adding **WINK WORLD**, psychedelic funhouse by Blue Man Group co-founder.
- ▶ **BIG BISCUIT BAR** is now open and serving across from Mears Park in the original Handsome Hog location. **EAGLE STREET GRILLE** near Xcel Energy Center in St. Paul is closing.
- ▶ **MACY'S** furniture store in Edina to be demolished, developer plans hundreds of apartments, two office towers.
- ▶ **TOPGOLF** founders tee up mini-golf **PUTTSHACK** experience sites, Minneapolis' North Loop and Southdale Center in Edina.
- ▶ **AUNTIE ANNE'S** and **JAMBA** drive-thru concept coming to Minnesota.
- ▶ **MONELLO** restaurant will close this month in the Hotel Ivy. Look for another concept to replace the restaurant.
- ▶ **CURIOUSER COFFEE & CONSERVATORY**, a combination coffee shop and plant-enthusiast nirvana is now open in Apple Valley on Florence Trail.
- ▶ **GOODWILL** recently closed their retail location in Fridley.



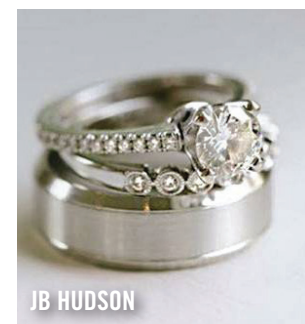
by Lisa Diehl,
DIEHL AND PARTNERS, LLC



by Jesseka Doherty,
MID-AMERICA REAL ESTATE – MINNESOTA, LLC



BOGART'S DONUTS



JB HUDSON



PIZZERIA SOCIAL

Two MSCA Members named 2023 MSPBJ (Minneapolis/St. Paul Business Journals) Women in Business Honorees



This well-deserved award goes to our MSCA Executive Director (ED), **KARLA KELLER TORP**, who has been heading up our organization since 2000. Members know her as a hands-on leader, visible and involved, the go-to person with any questions or requests, and passionate about MSCA members and their success — and always with a big smile on her face.

WHAT YOU MAY NOT KNOW ABOUT KARLA IS:

- She has been in the industry since 1993 when she was the Brookfield Properties Marketing Assistant for Gaviidae Common and City Center.
- She then became Marketing Director for Gaviidae Common.
- Karla was a founding member and creator of The Caring Tree Foundation, which started as a community service project and was so successful it eventually spun away in 2012 as a 501(3)C non-profit organization. Under Karla's leadership, The Caring Tree annually served over 17,000 children with back-to-school supplies for low-income children in MN.
- She annually manages 34 networking and continuing education events for MSCA.
- During Karla's tenure as MSCA ED, membership has grown to over 600.
- Karla was chosen to the MSCA Hall of Fame in 2015.
- She also received the Hamline University Alumni Distinguished Service Award in 2019 and was President of that organization in 2016.
- Karla is an awesome fastpitch coach and a great Mom.
- And a Sunday School Teacher!

CONGRATULATIONS KARLA. WE ARE LUCKY TO HAVE YOU!



GENEVIEVE LIESENER, MSCA Member, is also a Women in Business Honoree — Genevieve is a Senior Property Manager at Cushman & Wakefield, focusing on a retail real estate portfolio of over a million square feet, \$17M annually in rent with over 70 retail tenants.

WHAT YOU MAY NOT KNOW ABOUT GENEVIEVE IS:

- She received the Cushman and Wakefield 2019 Property Manager of the Year Award.
- Genevieve is known for handling even the toughest situations in a calm, get-it-done manner.
- She is a long-time member and leader of the MSCA Legislative Committee, and has participated in many events in Washington DC with ICSC, meeting with MN Senators and Congress members.
- She is currently serving as a Director of the MSCA Board.
- For 2023, Genevieve is the ICSC Government Relations Chair, representing MN, ND & SD.
- Her Bernedoodle – Callaway – is almost as popular as Genevieve, with nearly 800 followers on Instagram @callaway_thebernedoodle.

CONGRATULATIONS GENEVIEVE. WE CAN'T WAIT TO SEE WHAT YOU – AND CALLAWAY - DO NEXT!

WELCOME NEW MEMBERS

- ADAM MEYER**.....STUDIO M ARCHITECTS
LEE LAWRENCETITUS CONTRACTING INC
TIM O'NEILPLANTS BY DESIGN

MEMBER NEWS

Rosedale Center announced that it has signed a lease with DICK'S Sporting Goods. The leading retailer will occupy a new building at the parcel formerly occupied by Herberger's. The opening of DICK'S Sporting Goods is slated for Late 2024.

HJ Development has recently acquired Crossroads of Roseville, a multi-tenant suburban shopping center located at County Road B2 West and Snelling Avenue.

JACKIE KNIGHT was recently promoted to President of Ackerberg Group.

HAVE YOU SEEN?



Bremer Bank under construction in St. Louis Park across from The Shoppes at Knollwood.

May 2023

STARRSM Awards:

START YOUR PLANNING NOW FOR GREAT PROJECT VISIBILITY LATER!

The STARRSM Awards are a great opportunity to boost awareness of projects, recognize the entire team that worked on the project and contribute to the team's credibility in the industry! The nomination form for the 2023 Awards is available now. Call for Nominations is now open until July 14th. Anyone can nominate a project.

PLANNING TO SUBMIT?

Review the criteria on the MSCA web site and plan ahead!

BELOW ARE A FEW KEY ITEMS TO BEGIN THE PLANNING FOR YOUR SUBMISSION:

- Projects completed September 1, 2022, through August 31, 2023 are eligible
- Make sure that you have quality photos (before and after for some entries)
- Site/floor plans
- Develop key points for the narrative
- Assign responsibility to team members/project partners to provide content and feedback

Although the final entry submittal deadline is August 15th, working ahead will make the entry process less stressful.

HAPPY SUBMITTING!



GOVERN-
MENT

Legislative Session Update

In late March, Governor Walz and legislative leaders agreed to joint budget targets, which is a necessary step in setting a balanced state budget for the next two years. The timing is significant as typically the House and Senate set their own, separate budget targets at this point during session with joint targets being negotiated and agreed to in late April or early May. This early agreement significantly increases the likelihood that the legislature will complete its work prior to May 22nd, the date they are required to adjourn.

The joint targets add up to nearly \$17.9 billion in new spending, including \$3 billion for tax cuts, but the details of where the money will go remain to be negotiated. Key targets include:

- Taxes, aids, and credits - \$3 billion (net)
- Education – \$2.21 billion
- Transportation – \$1.07 billion
- Paid Family and Medical Leave – \$668 million
- Public Safety - \$650 million

Even with the historic budget surplus, omnibus appropriation bills are moving forward with fee and tax increases. The omnibus transportation finance bill in both chambers includes a metro sales tax increase of .75% primarily dedicated to transit, a retail delivery charge of \$.75, and higher rates on vehicle registration fees and sales taxes. The omnibus housing bill contains another .25% sales tax increase in the metro area dedicated to affordable housing. The Paid Family and Medical Leave proposal would impose a .7% premium tax on employers, which half of the burden may be placed on the employee.

While the House and Senate omnibus tax proposals have not been released, we anticipate additional tax increases in these bills as well, particularly in the House.

While the joint budget targets are a positive step, the legislature still has plenty of work to complete in the next five weeks to ensure an on time adjournment.



by Donovan Hurd,
FAEGRE DRINKER

May 2023



THANK YOU TO OUR MSCA 2023 CORPORATE SPONSORS



32nd Annual MSCA Golf Tournament

Title Sponsor:

Monday, June 12th, 2023

Title Sponsor:



9:45 am Registration and Breakfast
 10:45 am Shotgun Start & Four Person Scramble
 4:00 pm Social Hour, Dinner and Music
 5:15 pm Awards Presentation



Majestic Oaks Golf Club - 701 Bunker Lake Blvd NE, Ham Lake 55304

Foursome Registration (\$740) *No refunds or cancellations*

All foursomes include pre-golf drink ticket, mulligans, par-tee cart ticket, golf, lunch, dinner

Name _____

Company _____

Email _____

Name _____

Company _____

Email _____

Name _____

Company _____

Email _____

Name _____

Company _____

Email _____

Individual Registration (\$185) *No refunds or cancellations (Will be paired as they are received)*

include pre-golf drink ticket, mulligan, par-tee cart ticket, golf, lunch, dinner

Name _____

Company _____

Email _____

Putting for Proof Raising Funds for



Maria's Voice

Support Putting for Proof, which is raising funds and awareness for **Maria's Voice**, a nonprofit that is dedicated to preventing domestic abuse.

Preferred Course

(not guaranteed, first come first served)

Signature Crossroads Either

Purchase Additional ParTee Cart Tickets Here (circle amount)

\$5 for 1

\$20 for 5

Return with payment to MSCA

Check Number _____ Visa MC Amount \$ _____

Name on Card _____ Card Number _____ Exp. Date _____

Credit Card Billing Address _____

Security Code _____ Signature _____



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