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**MINNESOTA SHOPPING  
CENTER ASSOCIATION**

**OCTOBER 2020**

# The Connection



## Trick-or-treating in 2020?



by Lisa Diehl,  
DIEHL AND PARTNERS, LLC

**THE AUTUMNAL HOLIDAY MAY LOOK A LITTLE DIFFERENT THIS YEAR, BUT CONSUMERS ARE FINDING WAYS TO SAFELY MARK THE OCCASION.** With less than three months before the annual celebration of all things ghoulish and creepy, many Halloween festivities have either been canceled or will be dramatically altered out of fear of the nation's biggest terror: COVID-19.

**NOT TO BE DISAPPOINTED, ROSEDALE CENTER IS LAUNCHING A DRIVE-IN SOCIALLY-DISTANCED HAUNTED HOUSE THIS YEAR. THE DRIVE-IN WILL BEGIN OCTOBER 15TH AND RUN FOR THREE WEEKENDS.**

**THE MINNESOTA STATE FAIR WILL FOLLOW UP THE EXTREMELY POPULAR STATE FAIR FOOD PARADE WITH AN ENCORE FALL FOOD PARADE OCT. 1ST-4TH AND 8TH-11TH FEATURING 16 VENDORS WITH PROCEEDS SUPPORTING THE MINNESOTA STATE FAIR.**

Halloween spending in the U.S. was estimated to top \$8.8 billion last year, the third-highest amount in the 15-year history of the National Retail Federation's annual survey. Americans were expected to spend \$3.2 billion on costumes, \$2.6 billion on candy, \$2.7 billion on decorations and \$390 million on greeting cards, according to the survey. At Hershey Co., Halloween represents close to 10% of the company's annual sales.

Halloween is "the holiday that comes second after Christmas as far as spending goes," said Tom Arnold, a professor of finance at the Robins School of Business at the University of Richmond. "I don't think it would be wrong to predict that spending gets cut in half, at a minimum." If retailers suffer heavy losses during the Halloween season, many may launch Christmas promotions early to try to compensate, the University of Richmond's Arnold said.

Not to be disappointed, Rosedale Center is launching a drive-in socially-distanced haunted house this year.





## Open Arms' Turkey Drive

### MSCA 2020 Philanthropic Charity of Choice Update

- **OPEN ARMS OF MINNESOTA** cooks and delivers free, nutritious meals to people living with life-threatening illnesses. The organization believes that food is medicine.
- Leading up to Thanksgiving Day, Open Arms of Minnesota will offer every client a **FREE Thanksgiving meal for their family**. Open Arms' Turkey Drive is a yearly tradition.
- Every meal, **made in the Open Arms kitchen**, includes turkey and the traditional Thanksgiving fixings.
- **Meals are delivered by volunteers** the days leading up to Thanksgiving.
- **Each meal costs Open Arms \$80**. To provide Thanksgiving meals to every client, the non-profit needs more than \$100,000.
- Throughout November, Open Arms will host various events on their social media channels to celebrate its Turkey Drive.
- **Volunteers are needed to deliver meals to Open Arms clients. Volunteers are also needed in Open Arms' kitchen.**
- **If you would like to make an in-kind donation to Open Arms, please contact Mike Marcotte at [mike@openarmsmn.org](mailto:mike@openarmsmn.org).**



**To volunteer, or to make a monetary donation, please visit [www.openarmsmn.org](http://www.openarmsmn.org)**

### SNAPSHOT: MICKMAN BROTHERS



**Product/Service Offered:** Corporate Holiday Gifting

**Concept Description:** Customizable Fresh Evergreen Corporate Holiday Gifts such as Wreaths, Centerpieces, and Table Top Trees

**Time of the Year Product/Service is Offered:** Holidays, November-Christmas.

**Company Contact:** Adam McGuire — 763-413-8281 — [adam.mcguire@mickman.com](mailto:adam.mcguire@mickman.com)

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**[www.holidaywreathshop.com/corporate-gifts/](http://www.holidaywreathshop.com/corporate-gifts/)**

## MEMBERSHIP PROFILES – COVID-19 EDITION



### JULIE WOLLEAT

**COMPANY:** Starbucks Coffee Company

**JOB TITLE:** Sr. Store Development Mgrn

**AREA OF FOCUS:** Retail market strategy and new store development in MN, IA and Western WI

**YEAR JOINED MSCA:** 2002

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

Franchise Sales & Real Estate Administrator for The Barbers, Hairstyling for Men & Women (franchisors of Cost Cutters, City Looks and We Care Hair) – was in that role for a few years and then transitioned to Real Estate Manager, a role I held until the company was sold to Regis in 1999.

**WHAT KEEPS YOU IN THE BUSINESS?** Every day is different and challenging.

**WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU?** To be successful you need patience, perseverance, creativity. Deal killers for me are dishonesty, disrespect and arrogance. You can work through most issues if both sides are willing.

**WHAT KIND OF TECHNOLOGY HAS KEPT YOU THE MOST UP TO DATE DURING COVID-19?** I am just starting my 8th year of working from home, so technology has been critical for me long before COVID. As much as I find it exasperating and exhausting at times – and resisted it at first – video conferencing has been a Godsend during COVID. It allows me to stay in touch on a more personal level with my co-workers. I’ve even started having some coordination calls and negotiation discussions on TEAMS or ZOOM.

**IF YOU WERE STRANDED ON A DESERTED ISLAND, WHAT THREE THINGS WOULD YOU HAVE AND WHY?** A friend, my dog, and fire. I have learned during COVID that I am more of an extrovert than I thought. I need social interaction. I could never see myself without a dog. Fire to cook, sanitize water, and to stay warm.

**WHAT IS ONE INTERESTING FACT THAT NOT MANY PEOPLE KNOW ABOUT YOU?** I can play the harp.

**WHAT RESTAURANTS WERE YOU SUPPORTING DURING SHELTER IN PLACE AND WHY?** Those with good curbside programs and easy to navigate websites and apps. Craft breweries for growlers for my video happy hours and Starbucks of course!

**WHAT IS YOUR FAVORITE LOCAL ACTIVITY?** Any of the wonderful trails we have in the area for walking and hiking.



### ERIC TAUSCHECK

**COMPANY:** Spectrum Sign Systems

**JOB TITLE:** Sales Professional & Project Manager

**YEAR JOINED MSCA:** 2017

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

I am relatively new to the sign world as working for Spectrum Signs is my only experience in the sign industry. I have been with Spectrum Signs for 5 years now. I came from 12 years of selling tools, equipment, and safety equipment which has proven to be very valuable in the sign industry.

**WHAT KEEPS YOU IN THE BUSINESS?** How many different types of people I get to meet and work with along the way. Whether it be a Property Manager, a Project Manager, a Developer, an Architect, a Facility Manager, marketing, or a business owner, everyone seems so excited about new signage including myself! Spectrum Signs has a great group of experienced professionals which makes the day to day operations enjoyable as well.

**WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU?** I need to be a great communicator, detailed orientated, and driven to see a project all the way to finish line. Each project comes with their own challenges, and I strive to keep moving forward while keeping the client well informed.

**WHAT NEW HOBBIES HAVE YOU PICKED UP DURING THIS TIME?** I have been a very mediocre guitar player for years now only being able to play for 30 mins or so a week. Since I find myself at home a bit more now-a-days...I have certainly made some improvements! Also, I have found more time to work around our new house. Since my family and I moved in last October, I did not know what to expect in the Spring and Summer. Well, I had my hands full with pruning, pulling weeds, and planting flowers! It is a great way to keep one’s mind off the negativity that surrounds us these days.

**WHAT RESTAURANTS WERE YOU SUPPORTING DURING SHELTER IN PLACE AND WHY?** My family and I have been going out of our way to support our local establishments. Since we live in Shoreview, some spots that we have been indulging in are Namaste India & Grillhouse, Paninos, Zen Asia, and Rocco’s Pizza. I highly recommend all the above!



## MN Marketplace

▶ Local retailer, **PACIFIER**, owned by **ALISSA MONTBRIAND**, currently at 50th and France in Edina, the North Loop, downtown skyway, and St. Paul/Highland has announced she will be opening up a location in Wayzata at The Village this fall.

▶ Local Chef **ANN KIM** takes on the Vikings hotel restaurant, **KYNDRED HEARTH**, in the Omni Viking Lakes Hotel. Look for the restaurant and hotel to open this month. The **JAMES BEARD AWARDS** will have to wait until 2021.

▶ **YIA VANG** has found a home for his brick-and-mortar restaurant, **VINAI**, which will open in 2021 in the Bottineau neighborhood in Northeast Minneapolis.

▶ **BACIO RESTAURANT** in Minnetonka has added a mobile kitchen called **BACIO-A-GOGO** to its line up.

▶ **TOP TEN LIQUOR** will open locations in Plymouth, Rosemount and Vadnais Heights this fall.

▶ **BUTCHER AND THE BOAR** closes its doors for good.

▶ Minnesota-licensed dispensary, **MINNESOTA MEDICAL SOLUTIONS** has changed their name to **GREEN GOODS** branding.

▶ **FARM TOWN BREW HALL** opens its doors in Farmington at Tamarack Ridge Center strip mall on Highway 3 next to Bourbon Butcher and Papa Murphy's Pizza.

▶ **WALMART** has opened its fifth Walmart Health location, with more to come.

▶ **LUNDS & BYERLYS** to open 51,000 square food grocery store at Highland Bridge Development in St. Paul.

▶ Inver Grove Heights **HOME DEPOT** site sells for \$17.2M.

▶ Restaurant **ALMA** going takeout-only, **BRASA** readies to open in Southwest Minneapolis.

▶ **AMAZON** to hire 100,000 workers across U.S., Canada to meet continued e-commerce demands.

▶ **JCPENNEY** retail business will sell for \$1.75 billion to **SIMON, BROOKFIELD**.

▶ **'ATHLEISURE'** is nearly 20% of online apparel sales today.

▶ **LULULEMON** will open more seasonal pop-ups this year as its reopened stores continue to attract shoppers.

▶ Minnetonka-based micro-distillery **DASHFIRE'S** new line of Cafe Dashfire hard coffees includes three varieties at launch. Each clocks in at 14% ABV, as hard coffee sales nationally see explosive growth. **SCOOTER COFFEE HOUSE** out of Nebraska is looking to enter the Minnesota market. St. Louis Park-based **FOLLY** will open its coffee roastery for weekend tours.

▶ **HOPCAT** in downtown Minneapolis is closed for good.

▶ **BELLECCOUR** extends stay at Cooks of Crocus Hill's North Loop store.

▶ Restaurateur Matty O'Reilly has permanently closed **BAR BRIGADE**, one of the restaurants in his Republic Group, which includes Sandy's Tavern in Richfield.

▶ **CHASE BANK** has taken over the former Caribou Coffee and Boston Market building on Excelsior Boulevard in St. Louis Park. Look for them to continue to pop up. **BANK OF AMERICA** continues to open branch locations. Look for a new Bank of America on University Avenue along the METRO Green Line.



by Lisa Diehl,  
**DIEHL AND PARTNERS, LLC**



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



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

▶ Recently announced, **CHICK-FIL-A** will be redeveloping the site formerly occupied by Jake's City Grille in Plymouth on Highway 55.

▶ Under new management, Buck Hill looks to woo diners to ski area for dining. The restaurant name is **BUCK '54 BAR & GRILL**.

▶ The four-generation **SURDYK'S** is beginning a new chapter with the opening of **SIDEBAR** on Hennepin Avenue. They have an outpost at the Minneapolis-St. Paul International Airport also.





# HAVE YOU SEEN?

In the Midway Redevelopment the 441 Snelling Mixed-Use project. 137 unit apartment building with retail on the first floor. This is the first of two apartments being built next to the MN United Stadium.

## RETAILER TID-BIT HALLOWEEN TRENDS

Consumer Halloween spending is expected to reach \$8.05 billion, down slightly from \$8.78 billion in 2019, due to the drop in participation from COVID-19. However, consumers are spending more on the activities that will ensure a memorable holiday. Those who are celebrating plan to spend \$92.12 on average compared with \$86.27 in 2019. Consumers are doing what they can to still make it a special event by spending a little more on home decorations, candy and greeting cards.

Source: NRF SmartBrief

## WELCOME NEW MEMBERS!

**NICHOLAS CAMPION**..... FCP Services

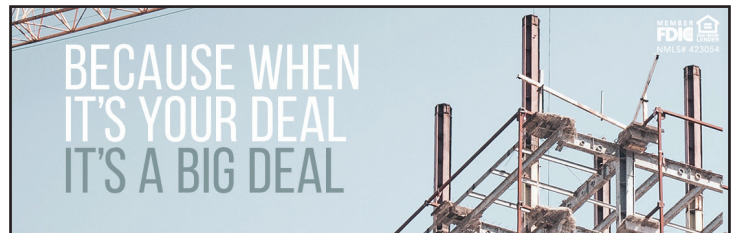
**TODD SILVERSTIEN** ..... Management Team Systems

Protecting businesses isn't a sideline for American Family—it's a big part of who we are. American Family has been protecting the livelihoods of business customers like you for over 35 years. 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. As an American Family agent, and a business owner, I have knowledge of your insurance needs, as well as the responsibilities and challenges you face. Whether you own residential, office, industrial or retail property we'll focus on keeping your business protected so you can focus on keeping your properties competitive in the market.

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

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

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



**GREAT SOUTHERN BANK**  
COMMERCIAL REAL ESTATE LENDING

### 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
COVID: THE GREAT RETAIL RECKONING AND MIXED-USE REIMAGINING	WEBINAR	10/07/20
PANDEMIC POLITICS: IF WE VOTE EARLY WILL THAT STOP THE COMMERCIALS?	WEBINAR	10/27/20
PHILANTHROPIC NETWORKING OPPORTUNITY	OPEN ARMS OF MINNESOTA	10/29/20

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/2020-10](http://WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2020-10)

**MSCA WOULD LIKE TO THANK OUR 2020 CORPORATE SPONSORS!**



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