

## Resources for Roseville Businesses

### Roseville Business Exchange

Cedarholm Community Building  
2323 Hamline Ave N

**December 3, 2025**  
**4:30 p.m. – 6:30 p.m.**

Join us for our end-of-year free networking event. It's an opportunity for you to meet with other local businesses, chat with City officials and staff, and make connections with others in the community.

Light refreshments will be provided with a cash bar.

In partnership with



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Send your contact information to [eda@cityofroseville.com](mailto:eda@cityofroseville.com) to receive email notifications or visit [GrowRoseville.com/events](https://www.growroseville.com/events) for registration information.

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Roseville, MN Economic  
Development Authority

## Game Night in the North: How Games by James Fuels Minnesota's Board Game Craze

Minnesota has one of the strongest board game cultures in the nation, says professional game purveyor Logan McKee.



McKee attributes it to our long, cold winters, our highly educated population, and, of course, our Midwestern obsession with friendly competition.

McKee's local chain of stores, Games by James, feeds the region's passion for game night, selling the buzziest, newest strategy games, as well as the classics.

McKee owns and operates six Games by James locations, that includes, Rosedale Center and Mall of America. McKee also owns a puzzle store at MOA, and Air Traffic Toys, a pair of stores that sell kites, science kits, and skill toys, including yo-yos and juggling gear.

"We are Minnesota-based," said McKee, who lives with his wife and three children in Prior Lake. "A lot of people assume we are a nationwide chain because we are in shopping malls."

He employs about 55 people across his stores. His workforce doubles during the holiday shopping season. He said his business is still going strong because technology simply cannot compete with game night.

"You cannot replace the board game with any amount of screen time. The connection that you make with people sitting around a kitchen table and playing a board game, there's no substitute for that," McKee said.



Games by James was first started in 1979 by James Gabbert, whose family owned the Gabbert's Furniture store. McKee's father, Glenn McKee, bought into the business as a franchisee in the early 1980s.

The Games by James brand has switched hands several times over the years, and its history feels a bit like a freewheeling game of Monopoly with expansions and bankruptcies.

McKee's father played the long game. He hung on to his business and was able to strategically acquire additional Games by James stores in the most promising locations including Mall of America, Southdale Center, Ridgedale Center, and Rosedale.



"It's a cash flow game. We don't have great margins, and in November and December, we need to hire a lot of people, and buy a lot of inventory," McKee said.

It's also about anticipating and stocking the next hot trend. McKee spends time attending trade shows, scouting new games and amusements. What's hot this season: card games and lighter strategy games that you can play in less time.

Games by James also stocks locally made games.

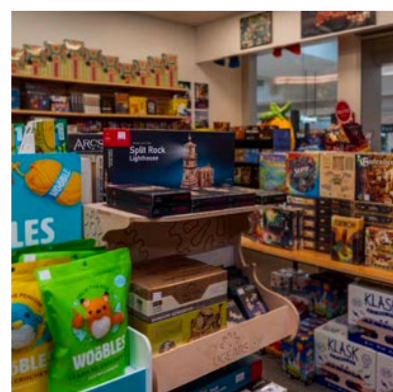
"Fantasy Flight Games, one of the biggest board game publishers in the country, is in Roseville. We pride ourselves on how many local games that we carry," McKee said.

McKee said other forms of entertainment are their biggest competition.

"There was obviously a shift. Everybody can see that happen, but I think we found our place where we're not going anywhere," McKee said. "There are enough people out there who want to come talk about games and get good advice."

Games by James also does a brisk business in the classics.

"We carry Catchphrase, Apples to Apples. A big part of our business since COVID has been jigsaw puzzles. Magic The Gathering, Pokémon, and those collectible card games are a big part of our business," he said.



McKee said his Roseville store has been very successful, and he credits mall management with keeping the shopping center relevant and busy even as America's shopping habits have evolved. He also credits his amazing staff, including longtime manager Aaron Karmins-Foss.

## #ShopSmall on Saturday, November 29, 2025!

Join us to celebrate small business contributions to our community by shopping at a small business on November 29, Small Business Saturday.

A few other places for unique Holiday gifts:

- Bricks and Minifigs, 1692 Lexington Ave N
- Comic Book College, 1430 County Road C W
- Dreamers Vault Games, 1143 Larpentour Ave W
- Legacy Toys, Rosedale Mall
- Rose & Loon, Rosedale Center 1595 Highway 36
- Source Comics and Games, 2057 Snelling Ave N