Food Services Advisory Meeting  
February 11, 2008  
10:00 am

MINUTES

Members Present: Nancy Correa-Matos (chair), Paul Mason, Sally Weerts, Mark Smith, Chelsi Henry, Sandy Bernreuter, Lisa Potoka
Members Absent: Kathy Corbin Weglicki, Paul Schreier, Hyunsun Choi, Rama Rao, Joao Bicalho, Betsy Nies, Dorothea Kent
Others Present: Dave Jordan (Chartwells), Korey Konopasek (Chartwells), Vince Smyth (Auxiliary Services)

The meeting was called to order at 10:02 a.m.

Minutes
The minutes from the 11/7/2007 meeting were approved as recorded.

Reports

Vince Smyth – Student Union is moving along, much hasn’t changed from a food perspective. Looking to open in March/April 2009.

Korey Konopasek – reviewed Fall 2007 Customer Satisfaction Survey.

Dave Jordan – Operational Issues
  Bistro (UNF Hall) – sales have picked up slightly since adding more grab and go items.
  Freshens – the store has been refreshed with new signage and new products including vanilla and chocolate crème, mocha, high-octane energy smoothies, and Acai (Ah-Sawh-EE) berry smoothies. Acai is a superfood. Additional boosters have also been released.
  Outtakess – Simply Nuts doing well, new side salads, new sandwich and additional salad menu rotation being developed. Dunkin Donuts coffee will start being served during the summer, replacing Rattissa.
  Sbarro – Sales are up from prior year. We will be adding a new salad concept this summer in the cooler next to the hot line.
  Starbucks – Current drink promo is “skinny” drinks, summer promo coming soon. Headsets have been ordered to help increase the line speed and customer thru-put.
  Starbucks just now approved the use of these radios. UNF will be one of the only stores in Jax to have them (excluding drive – thru). Starbucks has received two more 5 star legendary service secret shopper reports.
  The Boathouse Grille – Rotating new specials through the menu including taco salad and fajitas. Developing a Monday/Wednesday lunch special “Buy two entrees and receive an appetizer half price”. Sales overall are down $116,000 which likely is
attributable to the loss of 1100 parking spaces near the building. Menu will be revised
again for popular/non popular items this summer.

Sub Generation – sales are down 30%.

Guest Vendors – Kate’s Hot Dogs did not return this spring due to a conflict over
being subject to audits of their sales and the loss of Friday service. Chick-Fil-A has taken
some time off as the owner moved to a new store. They will be back after spring break.

Osprey Café – have added “cage free eggs” to the menu to go along with
“sustainable seafood” and “trans fat free oils”. Recent surveys and focus groups (about 4
focus groups) have identified what types of foods students want in the café =
approachable comfort foods.

Meal Plans – from focus group meetings with current meal plan users there were a
lot of requests for a plan that would allow a larger meal credit than the current $3.50.
Chartwells is proposing “The Big Osprey 12” with an exchange value of $6.88 (this is
what it costs for per meal on the plan) and it would allow the participant to get a complete
meal in any location without paying extra. The committee was in agreement to add this
option to the list of available meal plan selections.

Late Night in Osprey Cafe – 8:00 – 10:00 pm – Participation is very low. A
survey was conducted to find out if those coming were there because they had a class or
work conflict or because they liked to eat late. The menu for late night is grille & pizza.
The results were split with 20 responses over 3 nights wanting late night to continue.
Chartwells would like to extend dinner and eliminate late night next fall. Sbarros hours
would also be extended until 9 p.m.

Marketing manager – Sojo Alex will be moving to Michigan in March. In the
short-term, Chartwells will use the marketing/advertising intern Gray Tyndall. A search
is underway for a replacement for Sojo.

Sally Weerts
The Food Service Management Course has two sections of lecture/field experience which
increased by 25 students for Nutrition Major - Food Service Management Course. Korey
came to a class and presented to students which was very well received. There are now
three students interested in food systems management. The new dish machine on campus
was a good experience for students. Sally thanked Chartwells for their opportunity and
support with the students. She also asked that the new marketing person could be sent to
present to her classes.

Future Meeting
March 12, 12:30 p.m., A&F Conference Room (bldg. 1, room 2000).