Food Service Advisory Council
April 5th, 2010
1:30PM
Auxiliary Services Conference Room

MINUTES

Members Present: Sally Weerts, Jacqueline Shank, Heather Kenney, Albert Loh

Members Absent: Kathy Weglicki, Bobby Waldrup, Thomas Blanchard, Jonas Cummings, Rebecca Stevens, Kris Dalton, Thobias Sando, Michael Saathoff, Lauren Newton, Marci Smith, Dorothea Kent

Others Present: Vince Smyth (Auxiliary), Sabrina Foust (Auxiliary), Dave Jordan (Chartwells), Justin Campurato (Student Union)

The meeting was called to order at 1:35PM by Sally Weerts (Chair).

1. Recording of Meeting
   • All were in agreement that the meeting could be recorded.

2. Student Union Director
   • Vince introduced Justin Campurato. Justin is the Director of the Student Union and will be invited to sit-in in all future Food Service Advisory Council meetings as a significant function within the Student Union relates to food.

   • Moved by Heather Kenney, seconded by Jacqueline Shank approval of the minutes of February 15, 2010 as written. Passed unanimously.

4. Council Chair for 2010-2011
   • Sally noted that the Vice Chair, Kathy Weglicki had informed she was not going to accept the Chair position for 2010-11 and asked if there was any interest among current Council membership. After some discussion and questions, Jackie Shank agreed that she would accept this position if offered.
   • Vince reminded the Council that this position is appointed by the President. Vince will seek the President’s ratification of Jackie as the Chair of the 2010-11 Food Service Advisory Council.

5. Facilities Report
   • Except for the intentions re Yan Can Cook and the change-out to Chick-N-Grill which is a later agenda item, Vince noted there was nothing new to report since the previous meeting.

6. Spring Surveys
• Dave distributed the spring survey results. They had excellent response at 77.3% (831 responses out of 1,075 surveys). 96% of the those who filled out the survey were likely to recommend facilities, but only 75% of them were likely to repurchase at those facilities.

• Sally asked if the report was for Spring 2010 only or if some of the findings are from prior to the Student Union. Dave noted these were current as this survey was just completed last month.

• Vince noted that the best overview is the Roll Up Report where improvements since Spring 2009 can be seen.

• Albert Loh noted some improvements but also that some minor increases (or decreases) are not significant statistically.

• Heather Kenny speculated that some low satisfaction on variety may have to do with students who eat at the Student Union on a regular basis. Menus don’t changes, particularly in the Food Court.

• Heather asked Dave what the next step is once the surveys have been analyzed and how Chartwells will address issues and make any necessary changes. Dave answered that the issues are talked about internally at UNF but also reviewed by Chartwells corporate and action plans are developed to address the issues.

• Sally asked for an example from a previous action item. Vince mentioned one where the surveys noted that the dining hall menu did not rotate as often as the customers would like so Chartwells went from a 4 week cycle to a 5 week cycle.

• Sally noted that the changes were not drastically different from Fall.

7. Operational Report

• Dave reported that Outtakes added some items such as macaroni and cheese, BBQ pork, chicken, black beans, corn dogs and rice.

• The sushi operation in Freshens has notified Chartwells they are not going to operate for the summer. Sales have been low since the opening of the Student Union and it may be difficult to get them back in the fall.

• The Boathouse continues to have a pretty good lunch business but it is pretty slow in the afternoons and evenings, even when there are events in the Boathouse. They have added an upscale, pricerier addition to the menu for the backroom that seems to have been well received.

• Sally asked if outside guests could access the area and if parking was enforced in the evening. Vince answered that parking is only free on Friday evenings after 5pm and on the weekends.

• University Center catering continues to be quite slow.

• On campus catering has been better and Chartwells continue to market to departments and organizations as there are a number of different choices and price levels available. Commissions are paid when Chartwells is used but not for off-campus caterers. Also, the availability of student jobs can fluctuate depending on catering levels.

• Student Union venue sales on the weekends have been low except that Quiznos has done fairly well on Saturdays.

• Ozzies at the Fountains continues to do well at about $2,000 a day.
• Dave is currently working on summer hours. All venues cannot be open as there is not enough business to support all these businesses. Some form of rotation of venues is being considered.
• Sally asked Justin for his input. Justin agreed that variety is key especially with orientations over the summer. Rotation is a good thing.
• Dave distributed the March marketing report as an example of what is done each month.

8. Yan Can Cook Venue Future
• Vince noted that despite a number of attempts by Chartwells to address issues and try different menus and portion sizes, the Yan Can Cook concept has been a failure. Following a successful three week trial, Chartwells has recommended changing this concept to Chick-N-Grill, a concept that has done very well at FAU and UWF. There is very little capitol associated with this so that is not an issue in making the decision.
• Chartwells conducted a survey re this issue and received 153 responses. 97% were positive on Chick-N-Grill with only a couple wanting Yan Can Cook to stay.
• Dave reported that the average check total is about $7.
• Sally thought the healthy and green concept was a positive way to present Chick-N-Grill.
• Vince noted that the trial included having coupons distributed so this may have contributed to the popularity.
• Vince noted that the desire is to have a concept that the community wants and will use and the community did not use Yan Can Cook. Chartwells took input and tried ideas and made changes without any real success and something different should be tried. Sally agreed, noting that issues relating to this concept have been raised at every meeting this year.
• Jackie asked if there was any concept other than Chick-N-Grill that should be tried. Dave felt that Chick-N-Grill is the one to try as it has been successfully tested, the change out is very inexpensive and their requirements for space and proprietary are not as stringent as some other concepts.
• Justin Camputaro stated that he has heard from students that while they like the variety, they would not go to an Asian concept that often. He has also heard that the Chick-N-Grill trial has been very well received.
• Heather commented that while there is some minor overlap between Salsaritas and Chick-N-Grill there are a lot of differences.
• Based on the discussion, Sally commented that there seems to be overall general support for moving from Yan Can Cook to Chick-N-Grill. Council members agreed. This recommendation will go forward to the University for final decision.

9. Emerging / Other Issues
• The discussion on food-type similarities between Salsaritas and Chick-N-Grill raised the issue of a flatbread pizza addition in Salsaritas. Dave noted this has been requested and is very popular in other Salsaritas locations but it requires a $12,000 oven. Justin noted this is like a quesadilla except that is is flat and open.
• Sally asked Dave to explain what being “green” means, specifically as it relates to Chick-N-Grill’s claim. Dave explained that Chick-N-Grill disposables are made of corn products and this is displayed and promoted.

• Vince noted that UNF has 14 food venues which is more per capita than any other SUS school. Using the SUS average would suggest 14 food venues should support 23,000 students.

• Vince thanked Sally Wcorts for her 7 years of service to the Council. She started in 2003 and has been on the Council each year in some capacity but is now leaving UNF.

10. Future Meeting(s)

• Unless a issue arises requiring an additional meeting, the next meeting of the Food Service Advisory Council will occur during Fall Term.