

# **Food Service Advisory Committee Minutes**

## **February 17, 2012**

Members Present: Erik Anderson, David Durkee, Brenda Evans, Krista Froiseth, Charles Griggs, Mary Jane Mahoney, Jeff Mohr, Debbie Reid, Elizabeth Spurgin, Chanda Stebbins, Francisca Wong

Members Absent: Brenda Evans, Kathyleen Hardage, Bertha Jackson, Freddie Wehbe, Paul Wong

Guests: Paul Easter from Dominos, Jesse Pugh, Addia Rodriguez , Gerard Williams  
The meeting was called to order at 10:00 a.m.

The minutes from the December 2, 2011 meeting were approved as noted.

### Food Court Report

- Subway
  - Sales down 4% but no specific numbers yet
  - 1 new employee has been hired
  - In a corporate report, it was noted that the SF Subway location has received only 2 complaints in the 5 years it has been in operation
- La Fortuna
  - Sales have been down by a small amount
- Domino's
  - Sales have been slightly down but are now improving
  - 1 new employee has been hired

### Coffee 101 Report

- Price increases coming on May 6
- New items are available in refrigerated food area
- New convection oven has been installed
- 1 new employee has been hired
- Sales are very good at this time

### Bookstore Report

- Showcase video will be filmed at the bookstore on February 19-20
- More food items have been added to the convenience area
- Focus right now is on 2012-2013 academic year preparations

### Old Business

- Patron Behavior
  - Police presence has been increased
  - La Fortuna reported one irate customer but no other incidents (they suspect the customer was not an SF student)
  - Subway and Dominos reported no major incidents
  - Stebbins reported that the addition of outdoor seating has helped with loitering issues
  - Dominos agreed that the rearrangement of indoor seating has also helped
  - Evans reported that she has been asked about "clean-up" signage to help address issues with trash and littering. She also reported that behavior has improved since seating near the restroom was removed, allowing more space
- Food Court Renovation
  - Pugh reported that general feedback regarding the renovations so far has been very good. Students particularly like the counter seating and laptop access.
  - Improvements to be purchased with this year's budget: outdoor signage, paint repair. Tentatively planned for next year's budget: chairs, 2<sup>nd</sup> floor partition, TVs, artwork
  - Easter requested more lighting in the vendor bay area

- Stebbins inquired about school-related material in the art frames; Pugh replied that the frames will contain athletics schedules, organization posters, and other SF material
  - Shlafer is preparing a budget proposal which will include these requests
- Food Service at Blount Center
  - No information available to report
- Committee Membership
  - Shlafer requested more student attendance
  - Durkee & Froiseth will find students to attend each meeting
  - Stebbins will look for athletics representatives

#### New Business

- Cart Sales on Campus
  - SG President presented student ideas and suggestions as follows:
    - Biggest request is for more variety in food options, specifically 1) mobile options such as carts during peak times of the year and 2) “healthy” options
    - One suggestion is to allow outside vendors to sell certain items only during certain time frames when the Food Court is most crowded
      - Spurgin answered that any other coffee vendor on campus would cause a significant drop in sales at Coffee 101
      - Easter and Mohr also reported that breakfast sales would drop significantly at Dominos and Subway
    - Another suggestion was to cut business hours to deal with loss of profits
      - Spurgin replied that cutting hours hurts student employees and causes the use of outside vendors for campus functions
      - Easter and Mohr agreed cutting hours is not good option for any vendor
  - Shlafer gave a brief history of the Food Court, explaining the bid process of acquiring the current vendors and the response by other vendors, and explaining the need for balance between adding any new vendors and keeping the ones already here.
    - Stebbins replied that in the past, carts were on campus due to lack of options at the cafeteria. Is there anything our vendors can do to help?
      - Spurgin answered that an open cooler unit at Coffee 101 would allow healthier options such as salads, fruit, etc.
      - Mahoney reported that the Bookstore always orders items that students request; if students want additional items, they can request at any time
      - Wong agreed that La Fortuna is always open to student requests
    - Reid asked if there was a possibility of the current vendors using carts on multiple areas of campus, or even a second location
      - Student Life/Student Government concluded they would conduct student surveys to get more specific input and suggestions regarding categories of food desired rather than specific brands
  - Mohr stated that the current vendors are not demanding to be the sole vendors on campus, but explained that additional vendors drastically affect profits, cut employee hours, and may even cause vendors to leave SF
    - Easter agreed that Food Court vendors have a vested interest in SF, having made an investment in and commitment to the College, as opposed to outside vendors
    - Stebbins suggested that current vendors are doing a good enough job at providing variety that they can address the current issues without bringing in other vendors
  - Shlafer reminded the committee that the total number of students is not representative of Food Court Traffic. SF has approximately 18,000, but only approximately 5,000 use the Food Court even during the busiest rush times
    - Mahoney and Spurgin reported that each vendor has regular customers, and the majority of profit is made from regulars and not from adding additional items
  - All vendors reported that they either have or are working on budget or value meal options

- Anderson reminded the Committee that, although many people suggest carts in building K, there is no plumbing or electrical supply that can support a food vendor
- Shlafer inquired if the concern was location only and not food variety, which locations on campus would be the most beneficial? Suggestions included:
  - W, W-Annex, open area between I/J/N (the old H area), O/Zoo area

#### Open Discussion

- Krishna Presence at SF
  - Williams asked about the possibility of charging rent, commission, or other form of accountability to offset profits the Krishna group makes from SF students and takes away from Food Court vendors
  - Shlafer explained that the Krishna group does not report their sales and profits, pay rent, or give any other form of accountability
  - Williams reported that students have complained about being pressured to pay. At least one student reported being denied food after refusing to pay.
    - Easter reported that Dominos customers have complained about being pressured to pay or even perform work in return for food.
    - The Krishnas do not display any signage claiming the food is free or donation only. The sign displays a price of \$4, though it does not say it is mandatory.
    - Shlafer requested that student complaints be reported to Dan Rodkin.
  - Evans suggested the Krishnas be asked to move to a location further from the Food Court
  - Anderson expressed concerns regarding student health and College liability
  - Griggs reiterated that the Food Service Committee had no input in the decision to allow Krishna food service on campus
- Food Court Sales Question
  - David Durkee of SG asked each vendor to discuss sales volumes
    - Subway: Fridays are half as busy as other days, and summer is very slow
    - Dominos: same report as Subway (slow Fridays and summers)
    - La Fortuna: about 300 customers on a good day, but Fridays/summers slow

Next meeting is scheduled for April 20 at 10:00am.

The meeting adjourned at 11:30 a.m.