

# Food Service Advisory Committee Minutes

## October 4, 2013

### Members Present:

Erik Anderson, Krista Froiseth, Bertha Jackson, Frieda Long, Mary Jane Mahoney (SF Bookstore), Jeff Mohr (Subway), Debbie Reid, Elizabeth Spurgin (Coffee 101), Bill Weed (Dominos), Edgar Wong (La Fortuna)

### Members Absent:

Kathyleen Hardage, Chanda Stebbins

### Student Representatives:

Milton Baker (VP Mu Beta Kappa), Amber Gale (SG Vice President), Rupa Bose (SG Senate)

### Guests:

(none)

The meeting was called to order at 9:00 a.m.

The minutes from the April 2013 meeting were approved as noted.

### Food Court Report

- o Dominos
  - Sales are down slightly
  - Summer was slow, but Fall has been busier
  - Lower sales may be due to fewer students on campus
- o La Fortuna
  - Sales are steady and consistent, up 7% from last year
  - No issues or problems to report
- o Subway
  - Sales are down 6% from last year
  - Three new crew members have been hired
  - No issues to report with student behavior

### Bookstore Report

- o Bookstore convenience sales are 21% of budget, 6% of sales
- o Utilizing Coke corporate promotions (sales, combos, etc.) has gone well, as has the use of free samples and other in-store giveaways
- o Food is no longer eligible to be purchased with Financial Aid

### Coffee 101 Report

- o Sales are down 6% to budget, but are flat for the year
- o "Sweet Deals" promotions have been implemented at certain times of day to stimulate sales
- o Combos and new drinks have been implemented to make up for Starbucks licensing changes
- o The shop has noticed a significant decrease in traffic

NOTE: Froiseth will add notices regarding promos in This Week at Santa Fe (student newsletter) and the Santa Fe Today (staff newsletter). All vendors are encouraged to advertise in these newsletters.

## Old Business

- Krishna Food Distribution on SF Campus
  - Shlafer explained to new Committee members that the Hare Krishna group currently distributing free lunches on campus is not affiliated with the College in any way. They do not pay rent or commission to the College, and they are not audited as the Food Court vendors are. Because of this, issues regarding the Krishna lunch cannot be addressed by Auxiliary Services – such issues must be reported to Student Life.
- Renovations & Signage
  - Renovations to the Bookstore and Coffee 101 are part of the new Bookstore contract. Details are not yet specific, but will be finalized in the coming weeks.
    - Andersen asked if Planning & Construction will be involved in the renovations; Shlafer indicated they would.
  - Food Court signage has been installed. New lighting has been installed in front of the stairs and vendor bays. A new countertop has been installed on the second floor to match those on the first floor.
  - The second floor of the Food Court is now officially open to everyone, except for the closed back room, which remains a Staff Only area.
    - Andersen asked if the second floor is a quiet area, as there is currently no signage to that effect. Shlafer asked the student representatives if they felt there was a need for a quiet area. All students present agreed that the area would not be quiet anyway, since noise comes up from the first floor; also, there are other places to go for quiet, such as the library.
      - Anderson agreed that the Food Court is very loud acoustically (i.e., reverberation and echoes) and asked if this could be improved.
      - Several students asked if installing TVs upstairs would be an option.

## New Business

- Styrofoam usage
  - A recent student resolution called for the elimination of Styrofoam use by Food Court vendors. However, none of the Food Court vendors use Styrofoam containers. Student Senate President reported that students have complained about Styrofoam use; the Committee clarified that the only vendor using foam containers is La Fortuna, and those containers are not made of Styrofoam but of a recycled “green” material made from sugar cane. None of the Food Court vendors use Styrofoam.
- Food options on campus
  - Student representatives asked if another vendor could be brought onto campus to increase variety and choice.
    - Mohr answered that the current vendors barely break even – additional vendors would almost certainly cause one or more of the current vendors to close.
    - Weed agreed that competition is a good thing, but that the Food Court vendors are businesses and must turn a profit to survive.
    - Shlafer told the attendees the general history of the cafeteria on SF campus, how and why it was changed to a Food Court, and how the current vendors were selected.
      - He asked the students present if they felt the issue was more about location (i.e., food options at more places on campus) or about selection (i.e., types of food offered). Students agreed it was selection.
        - La Fortuna has the most flexibility, but Subway and Dominos are flexible to a certain extent, and the Bookstore and Coffee 101 have some flexibility with regards to convenience items. All vendors agreed that they are open to suggestions and requests from students, but that they rarely receive any.

### Open Discussion

- 2BU Machine
  - Schlafer noted that the 2BU vending machine outside building E (offering healthier options) will be replaced with a newer refrigerated unit due to problems with heat. More 2BU machines may be added depending on sales.
- Graphic Design Vote
  - Froiseth asked about the status of the graphic design project for redecorating the Food Court. Schlafer replied that Dave Kanzler has taken over the project. Current plans are to create a visual style similar to the new window coverings outside building R.

The meeting adjourned at 9:43 a.m.