

Food Service Advisory Committee Minutes

November 21, 2014

Members Present:

Erik Anderson, Krystal DiBlasi, Krista Froiseth, Bertha Jackson, Frieda Long, Mary Jane Mahoney (SF Bookstore), Matt for Jeff Mohr (Subway), Debbie Reid, Bill Weed (Dominos), Odoardo Manrique for Francisca Wong (La Fortuna)

Members Absent:

Kathyleen Hardage, Chanda Stebbins

Student Representatives:

Sakib Hossain, Melvin Carey

Guests:

(none)

The meeting was called to order at 9:02 a.m. The minutes from the February 2014 meeting were approved as noted. Shlafer introduced members to the students present and explained the Committee's purpose and procedures.

Food Court Report

- o Subway
 - Sept/Oct sales were down 7% in the Gainesville area, while SF sales were down 4%. However, Oct/Nov area sales were down 1% while SF sales were down 9%.
 - There has been no recent crew turnover; 1 new hire in 2014
 - New online ordering app: orders can now be placed online via smartphone app. The app is currently in beta testing with SF staff before opening it to students. There is currently a 15-minute window, but this will eventually be increased so orders can be placed ahead of time. Students/staff can also buy gift cards and use those to call in orders over the phone.
 - Menu prices have been increased to meet company standards, but prices are still lower than most other Subway locations in Gainesville.
- o Dominos
 - Sales are positive, but not yet up to the desired level
 - Turnover is steady due to most of the crew being students, but 50% have been retained
 - Online ordering is going well, but order volume is not as high as hoped
 - Prices on drinks have been increased by 10¢
- o La Fortuna
 - Menu revisions for Spring/Summer 2015 are under way, including new menu items
 - Several new crew members have been hired recently
 - There have been no price increases, but sales are still not as high as desired.
 - Question: It seems there are many students on campus, yet Food Court sales are lower than expected. How can Food Court vendors increase customer numbers?

Bookstore/Coffee 101 Report

- o Convenience sales are down 10%, however K-cups are selling well. Coffee 101 sales are down 6%.
- o Coffee 101 currently has no manager; Kayla, Bo, and Angie are filling in temporarily.
- o Bookstore now has an Icee machine.
- o Renovations: Bookstore & Coffee 101 will be renovated in May 2015. Improvements will include additional cashier lines, additional outdoor seating, and glass enclosure of Coffee 101 café area.

Vendor Issues

- Trash/Recycling
 - Coffee 101 trash cans were overflowing. Jeff Kruger has ordered larger containers.
 - Cardboard shed is also overflowing. Anderson spoke with ARC to request more frequent pick-up. Vendors should call Facilities any time the shed needs to be emptied.
- Lobby Rugs/Mats
 - Food Court rugs and mats are worn down and in need of cleaning. Facilities is buying new mats that can be rotated and cleaned periodically.
- Ice Machine
 - Drain was clogged. Anderson has cleaned and repaired the machine. A cleaning log has been added to keep track of routine cleaning and maintenance.
- Parking Tickets
 - La Fortuna reported that delivery vehicles have been ticketed 3 times in the delivery area. Schlafer will confer with SFPD to find a solution (designated parking passes, etc.).
- Mobile Food Carts
 - Subway asked if the Food Court vendors were permitted to open food carts on campus. Schlafer reminded the Committee that Food Court vendors are allowed to sell food anywhere on campus. Outside vendors, however, would require permits and possibly bids.

Student Issues:

- Overcrowding, long lines at Coffee 101
 - These issues will be addressed by the renovations in May 2015.
- Increasing prices, request for variety
 - The College's contract forbids vendors from raising prices above other Gainesville locations. Food Court prices are equal to or lower than prices than other Subway/Dominos locations in the area.
 - Corporate policy often sets menus, but each store has some leeway. Students are encouraged to submit requests to the vendors – they are open to suggestions and want to meet SF's needs.
- Who approves which student groups may hang signs or banners in the Food Court?
 - All requests should be directed to Krista Froiseth with Student Leadership & Activities.

Note: Food Service Website

Domin reminded the Committee and students that there is a Campus Food Service website with areas for the Food Court, Bookstore, Coffee 101, and vending, including store hours and menus. Students may connect to the site through the SF mobile app, which is on eSantaFe. Vendors are encouraged to use the site to advertise specials, promotions, and nutritional information. All updates, suggestions, and questions should be sent to Heather Domin.

The next meeting was tentatively scheduled for February 2015.