

**Food Service Advisory Committee**  
**Auxiliary Services**

**Date:** September 19, 2014

**Place:** Moody- Fresh Food Company

**Time:** noon-2 p. m.

**Attendees:** Deborah Davis, Rosie Ashley, Richard Zagrzecki, Aubrey Cherry, Emily Fahner, Mariah Marshall, Lars Grabow, Colleen Serafica, Amber Arguijo, Shannon Mariani, Don Yackley, Cheryl Grew-Gillen, Will Fischer, Sarah Feye, Jessica Mize

**Meeting Minutes**

- I. Introductions
- II. Roles and Responsibilities
  - a. 13 voting members
    1. Representatives from across the campus. members from SGA & UCPB
  - b. Our role is to advise EVP for A & F
    1. Retail food/beverage program
    2. Residential food/beverage program
    3. Vending Program (considered supplemental to food service)
  - c. Engage with campus constituencies
    1. Provide feedback on current programs
    2. Build consensus for new programs
    3. Facilitate campus dialogue on all foodservice issues
  - d. By-Laws Review
    - i. Posted on the committee website at <http://www.uh.edu/af/docs/FSAC/bylaws.pdf>
      1. No updates to the by-laws
    - ii. Online agenda request process
      1. They will be set up after we elect our meetings and our Chair and Vice Chair
      2. Website- [http://www.uh.edu/af/committees/foodservice\\_agenda.htm](http://www.uh.edu/af/committees/foodservice_agenda.htm)
- III. Chair and Vice Chair Elections
  - a. Chair responsibilities
    - i. Working with the committee and partners in developing meeting agendas
    - ii. Leading meetings
    - iii. Making sure there is adequate participation from members
  - b. Vice Chair responsibilities
    - i. Shall preside with the full authority of the Chair
  - c. Normally like to have the voting members fill these two positions
  - d. Who is a voting is a voting member?

- i. Representatives from SGA, UCPB, Staff Council, RHA and also the at large members
    - ii. The rest of the members do not have voting power
  - e. Chair Elections-
    - i. Will Fischer nominated himself
      - 1. 3 votes in favor
      - 2. 0 against
      - 3. Will is the chair.
    - ii. Vice-Chair Elections-
      - 1. NO nominations
      - 2. Tabled till next meeting
- IV. Residential At-Large Appointments
  - a. General At-Large Appointment
    - i. One applicant applied; is no longer interested
  - b. Residential Appointment
    - i. 4 applied.
      - 1. Deborah prosed to the committee the 3 out of the 4 become appointed to the roster.
      - 2. Voting members will be sent the applications, and will need to select 3 and we will discuss it at the next meeting.
- V. UH Dining Services FY14 Overview
  - a. -Major Milestones & Information
    - i. New UC Opened January 2014 with expanded night and weekend hours
    - ii. New Catering Kitchen began operations in the UC
    - iii. Extended food truck program to continue past UC construction – new pad located by the Science Bldg. called the new pad 1
    - iv. Expanded halal offerings with Tandoori Nite extending hours in UC Satellite- open until 6 pm now.
    - v. Served more than 3,000,000 customers (# of transactions recorded)
      - 1. Includes more than 1,000,000 residential dining transactions
        - a. 1/3 of the meals on campus are coming from Fresh Food Co and Cougar Woods and the others are coming from various retail locations.
      - 2. This is double the residential dining transactions since Academic Year 2009/2010 which is right before Fresh Food Co opened.
      - 3. Considered a good sign for a healthier on campus life.
    - vi. Expanded hours of operation for Cougar Woods
      - 1. Now they are open till 10 p.m. and open on the weekends until 10 p.m.
    - vii. Year in Review
      - 1. Considerable dip during the 2013 because of the UC being closed
      - 2. Now we are at the highest we have ever been
    - viii. Fall Opening

1. Roughly 35% increase in retail transactions over last fall.
  2. 2-3% increase in residential meals served over last fall. Positive representative
  3. Most popular retail locations
    - a. McDonald's
    - b. CFA – UC
    - c. Panda Express
    - d. Einstein's
  4. We work closely with actual brands and their representatives.
    - a. Making sure we represent the brand standards.
    - b. They are checking our through print.
      - i. From the moment you order to the time your get your food
        1. Not the number of minutes you wait in line (from that stand point we are being told we are doing an excellent job.)
      - ii. **Deborah asked-** So they calculate from when you actually order, when an order is actually placed at the point of sale to how long they actually get their bag in their hand
      - iii. **Shannon-** Yes
      - iv. **Amber-** For example – Starbucks has a similar process.- they calculate from the time you order to the time you get your drink.
    - c. The residential number of transactions will increase if we were to check the survey the halls at a later point in the semester at this later in the semester.
      - i. Reasons why
        1. Students get tired of eating name brands daily
        2. The desire to study in the residential areas.
- b. Meal Plan Sub-Committee – what we've accomplished and next steps
- i. We need partition from every sub group that is represented.
    1. Fall semester busier than the spring.
    2. Lars Grabow to represent Faculty Senate for the meal Plan sub committee
    3. Aubrey Cherry to represent RHA in the Sub Committee
    4. Don Yackley volunteered to represent housing in the Meal plan sub committee
    5. We still need representation from UCPB for the subcommittee
    6. At the next meeting -Another call out for volunteers for the subcommittee
    7. Research to Date-This started last spring

- a. Competitive Analysis –of schools
    - i. Of schools in the area and across the nation
    - ii. Schools that UH tends to compare itself to on an academic level
  - b. Student focus groups
    - i. Two different groups on campus
    - ii. Completed last semester
  - c. Orientation Surveys
    - i. Surveyed every incoming orientation student
    - ii. Asked them their thoughts on the meal plan
      - 1. Because they are the newest to campus and will be here the longest to see the most benefit from whatever changes are made.
  - d. RHA focus group
    - i. Executive board
    - ii. Presented some hypothetical situations and received their feedback
8. Last subcommittee meeting was May 6
- a. Discussed the research learned so far
9. Last A&F review meeting August 20
10. Next Steps-overall goal of the dining side
- a. Finalize financial modeling
    - i. See what we think will work based on different types of meal plan structures
    - ii. Considering an A and B option of setups that can be shown
  - b. Presentation to A & F Administration
  - c. Follow up RHA focus group
    - i. Follow up on the original conversation that was had
  - d. Final presentation to subcommittee
    - i. In October
    - ii. Make tweaks based of notes from subcommittee
  - e. Presentation to full committee for vote
    - i. In November
    - ii. The extra time will allow the subcommittee to take it back and have changes made for the final meeting in December

VI. UH Dining Services FY15 Preview

- a. Your Dining Management Team
  - i. Senior Team
    - 1. Geoff Herbert, Resident District Manager
    - 2. Shannon Mariani, Director of Operations

3. Amber Arguijo, Marketing Manager
  4. Sarah Feye, Dietitian
  - ii. Residential Leads
    1. Andre Marsh, Food Service Director
    2. Carlos Puac, FFCo
    3. Tim Tran, CW
    4. Carlos Guerrero, Culinary Lead
  - iii. Retail Lead
    1. Vanessa Sanchez, Interim Food Service Director
  - iv. Catering Leads
    1. Shannon Church, Director
    2. Randolph Cumings, Events Manager
    3. Sloane Meadows, Sales Manager
  - v. Support Leads
    1. Maria Carrillo, Marketing Coordinator
- b. FFCo Changes – New Menus & Weekly Taste Promotions
- i. New menu
    1. ¼ universities running a pilot menu
    2. 6 week cycle menu
      - a. Same menu for the first 6 weeks
      - b. And then it will change weekly
    3. 4 schools in this process
      - a. UH
      - b. University of Charleston
      - c. Scranton
      - d. FIU-Florida International University
    4. Weekly reviews
      - a. Discuss with other schools if items worked for the students or did not
  - ii. Weekly TASTE Promotions
    1. No longer offering themed meals at FFCO
      - a. Previously once a month was a themed meal (ex: Halloween meal)
    2. Weekly tasting offered now
      - a. Given table side or parked the cart
      - b. No longer just lunch. Dinner now offering the tasting sessions.
      - c. Always on a Wednesday
      - d. Good Reviews
      - e. **Deborah asked**-will you do breakfast or is it just lunch and dinner
      - f. **Amber** –right now it's just lunch and dinner

- i. Having been getting a lot of feedback locally
- ii. Would like to have formalized feedback
  - 1. My Marketing students will start next week the 23 or 24 will have I-pads giving out surveys
    - a. On what they like or don't like
    - b. Menus
  - g. **Deborah asked-** this was allowing us to be more flexible?
  - h. **Amber-**yes
  - i. **Shannon-**I'm really enjoying our feedback process. It's going very well.

VII. Made Without Gluten/Halal Station

- a. Formally known as Gluten Friendly
  - i. Menu contains items that are naturally made without gluten
  - ii. Gluten free, prepackaged meals are available upon request
  - iii. Halal chicken is used, the only protein we can source.
    - 1. On a 4 week cycle
- b. Expanded halal Options
  - i. Tandoori Nite
  - ii. Coreano's has halal chicken available upon request
  - iii. Looking into C-Store additions
  - iv. Naturally halal selections currently available
  - v. Looking into pre-packaged meal that students can buy and take home to microwave
    - 1. Looking into Halal & Gluten Free options
  - vi. Hosting the Muslim Student Association for a halal luncheon on Tuesday, September 22
    - 1. Throughout lunch
    - 2. Advertised through the association-they have over 400 members and we gave them 200 cards for a discount upon entry into the café- for this day
    - 3. New Release to be written after
    - 4. Lunch is open to everyone that day also
- c. Expanded Food Truck Program
  - i. New trucks added-to replace trucks that are no longer apart of the program
    - 1. Eatsie Boys
    - 2. Golden Grill
    - 3. Flip n' Patties
    - 4. What's Up Cupcake
    - 5. Custom Confections
    - 6. Texas Blizzards
  - ii. Full schedule and calendar on the website. – <http://bit.ly/ufoodtrucks>
  - iii. Total of 12 trucks in the program- 9 entrées and 3 dessert trucks

- iv. Good feedback on the new trucks so far.
- v. Buses no longer on campus
  - 1. Bernie's Burger bus
- vi. Late night Option
  - 1. 2 week program ended 9/17/14
  - 2. Still need to gather up all the sales data from the program to judge how well it went but did receive -Positive feedback
  - 3. **Will**- will provide pictures of the long lines to Deborah.
- vii. ERP option
  - 1. Once a week. Wednesdays from 11-3pm
  - 2. Rotating the trucks
- d. Enhanced To-Go Container Program
  - i. New program
    - 1. All new re-useable ones
    - 2. \$5 deposit now required to grab a to go box
    - 3. Return the container, key tag or refund
    - 4. Can drop them off in C-stores now as well
    - 5. The return rates are already much better
- e. WEST Customer Service Training Program
  - i. Applies to all locations
  - ii. Trained prior to fall opening
  - iii. Reinforced at meetings each week
  - iv. Good feedback already received
  - v. Elected a champion
  - vi. Every day we have a pre meal rally
    - 1. Everyone shows their plates and discusses the safety tips of the day
    - 2. Much better than last year
- f. What's Cooking Coogs tour schedule
  - i. 92 students attended last season
  - ii. New this year:
    - 1. 6 episodes in Fall (not over the entire year)
    - 2. Hot nutrition topics are themes of episodes
    - 3. Rotating chefs
    - 4. 1<sup>ST</sup> 30 students attend get a giveaway
    - 5. Housing & Residential Films the event
    - 6. Students that attend all 6 get entered into a drawing
    - 7. 1<sup>st</sup> episode next Tuesday @7pm

VIII. Member Items

- a. No new member items

IX. Adjourn

- a. Would like to get back to the regular scheduled time.
- b. Remember always the 1<sup>st</sup> Friday of every month.