

**Food Service Advisory Committee
Auxiliary Services**

Date: Sept. 16, 2016

Location: Fresh Food Co. in Moody Towers, private dining room

Time: noon-2 p.m.

Attendees: Don Yackley, Andrea Trevino, Emily Fahner, Geoff Herbert, Mariam Bitar, Henri Jreij, Joel Cecil, Keith Kowalka, Lars Grabow, Mark Laney, Shane Smith, Rosie Ashley, Travis Ramirez, Moumita Mukherjee, Melissa Halstead, Kathryn Delgado, Robert Comer, Christopher Caldwell, Leighanne Dean, Alejandro Dolores, Warda Ruhi, Jerry Dean

Meeting Minutes

I. Introductions

- a. District manager Geoff Herbert gave brief introductions of UH dining team members in attendance
 - i. Marketing Manager Emily Fahner
 - ii. Dietitian Travis Ramirez
 - iii. Joel Cecil, the new director of operations
 - iv. Jerry Dean, director of strategic development for this region
 - A. Jerry provided a brief overview of his job duties
- b. Geoff announced that he is leaving Aramark/UH Dining and this would be his last FSAC meeting
 - i. Leaving as of Oct. 11
 - ii. Thanked the committee for allowing him to serve on committee

II. Open forum

- a. Nobody asked to speak before the committee

III. Introductions of everyone else in attendance

IV. Dining consultant

- a. Committee members will receive an email asking for participation in the upcoming review of the dining agreement and dining program
 - i. Committee member participation needed with focus groups
 - ii. Participation also needed in one-on-one meetings with the consultants
- b. Porter Khouw Consulting will be conducting the review/analysis of program
- c. Geoff Herbert mentioned a similar research/review effort in UH Dining/Aramark will run parallel to work conducted by consultant
 - i. Committee members may also be asked to assist with that effort

V. Understanding Campus Dining – presentation by Jerry Dean

- a. Half of students say dining program is important factor in decision to attend a school

- b. Strategic and data-driven approach taken by dining program
 - i. Market Match is one tool used
 - ii. Voice of Consumer
 - iii. Dining Style surveys conducted in the fall
 - iv. Modeling tools used to see how UH compares to peer institutions
- c. Student dining trends
 - i. Students want transparency in their food
 - A. They want to see where it was grown and how it was handled
 - B. You'll see more foods cooked to order
 - ii. More cuisines from all over the world
 - iii. Our philosophy is fresh made to order
- d. Trends in dining space
 - i. Spaces being transformed away from the scoop-and-serve cafeteria model
 - ii. Communal dining model where groups of students can sit together
 - iii. Flexible spaces that allow for changes in look and setup from meal to meal
 - iv. Indoor/outdoor dining experience that takes in both environments
 - v. Spaces that have Wi-Fi, power cords and power sources
 - vi. Facilities that have both private dining areas and social areas
- e. Trends in food
 - i. Origins/healthy choices
 - A. Students want to know where it was grown
 - B. They want to know how it was handled/processed
 - C. They want to understand the source behind the food
 - ii. Convenience will always be high on list
 - iii. Going global with food that is served
 - iv. Faster service
 - v. Foodie bar model where customers have interactive experience as their meals are being prepared
- f. Dining designs
 - i. Future of spaces are taking out a lot of the color palette
 - ii. Will see more muted colors and wood tones
- g. Aligning with student values and lifestyles
 - i. Health and wellness issues
 - ii. Utilizing the latest technology
 - iii. Incorporating sustainable measures
 - iv. Using different platforms to connect with students
- h. Looking at the numbers for the UH campus from 2006 to 2016
 - i. Dining locations went from 27 to 37
 - ii. 1.4 million transactions increased to 3.4 million
 - iii. Employees went from 140 to 375
 - iv. Started a food truck program
 - v. Went from unranked to a top 75 program
 - vi. Social media usage increased
- i. Retail brands

- i. Always important to have a balance on your campus
 - ii. UH has national and proprietary brands
- j. Economics of meal plans
 - i. Competitive price comparisons
 - A. Residential meal prices on campus compare well
 - B. Comparison was made to fast casual restaurants
 - ii. Residential meal plans at UH
 - A. Went over a breakdown of the prices of UH's current plans
 - iii. Commuter/voluntary meal plans
 - A. Went over breakdown of prices of current plans
 - B. He said prices on commuter meal plans may need to be reevaluated when compared to residential meal plan pricing
- k. Overall dining revenue stream at UH
 - i. 56 percent of sales come from residential dining
 - ii. 38 percent is from retail sales
 - iii. 6 percent comes from catering sales
- l. Campus dining cost allocations at UH
 - i. He went over a pie chart detailing how funds generated by the sale of meal plans are allocated
 - A. 33.5 percent goes to labor, and 30.1 percent to food cost
 - B. Remaining funds divided into four other cost categories
- m. Future of campus dining
 - i. Market Match process to launch in next couple of weeks
 - A. Will generate meal plan analytics, in addition to the analytics from the outside consultant
 - B. Student surveys and focus groups will be conducted
 - C. Faculty and staff interviews will be held
 - D. Comprehensive neighborhood planning to be undertaken to understand the different areas on campus from a food service perspective
- n. FSAC collaborations with UH Dining
 - i. Can provide UH Dining/Aramark a voice regarding hours of operation on campus
 - ii. Helping determine menu items and preference
 - iii. Making sure proper customer service is being provided
 - iv. Assisting with brand selection
 - v. Helping to determine proper dining locations
 - vi. Aiding in determining meal plan price and structure
- o. Floor opened to Q&A
 - i. Question asked regarding if data available regarding how many meals students are using on their unlimited meal plans
 - A. Jerry provided the national averages for all meal plans
 - B. Difficult to determine unlimited plan usage because of ambiguity in determining what constitutes a meal
 - ii. Question asked why we have a small number of residential meal plans

- A. Jerry said the data shows students want more simplicity and less complexity when it comes to meal plans
 - iii. Someone asked how students with different dietary needs, including halal and vegetarian, can get more food options on campus
 - A. The dietitian can work with students to come up with a plan to cater to their needs
 - B. Dietitian's services are marketed through various initiatives, including social media
 - iv. Voice of the Consumer was mentioned
 - A. Provides an opportunity to voice concerns through a quick questionnaire
 - B. Marketed through cards all throughout the residential dining locations
 - C. About 220 people have offered input in the current school year to date
 - v. Jerry asked to share the timeline for the Market Match process
 - A. In a week or two will start conducting interviews and surveys
 - B. Meal plan analytics goes on behind the scenes
 - C. Goal is to have all the data wrapped up by Nov. 1
 - vi. Tapingo initiative brought up
 - A. About to be rolled out
 - B. It is an online ordering app that allows customers to order food and pay for food in advance
 - vii. Someone asked what the lowest performing brand in the Satellite is
 - A. Burger Studio
 - viii. Question asked why Panda Express' express lane is not open regularly during busy hours
 - A. That is currently being addressed and changes are on the way
 - ix. Question asked why there are not more locations open on weekends and later in the evenings
 - A. Geoff Herbert said UH Dining has worked with FSAC and accommodated all hours of operation requests brought up by the committee
 - B. Jerry Dean said one viable option that could be studied is keeping one of the stations within the Fresh Food Company open later at night

VI. Member items

- a. C-store hours of operation in Calhoun Lofts
 - i. Don Yackley said he has received feedback from students that the store was closing during the week by 8 p.m. and weekends before 10 p.m.
- b. Member asked what can be done to better market to campus community the food locations on campus, specifically mentioning the Student Center Satellite
 - i. Idea of A-frame signs mentioned
 - ii. Signs at all food locations on campus could say what else is available on campus
 - iii. Can work with the campus wayfinding committee regarding possible signage
- c. Esmeralda Valdez said thank you to Geoff Herbert on behalf of the committee for his hard work and dedication to UH

VII. Adjourn

VIII. Next Meeting

Oct. 7, 2016

Fresh Food Company at Moody Towers

Noon-2 p.m.