

Food Services Advisory Committee  
Meeting Minutes for January 13, 2012

Attendees: Esmeralda Valdez, Rebecca Szwarc, Linda Keng, Bryan Haver, Deborah Davis, Tony Urso, Lindsay Blagg, Ashley Nwokedi, Leah Wolfthal, Maria Honey, Jesse Grono, Don Yackley, Lin Crowson, Keith Kowalka, Geoff Herbert, Misty Pierce, Cheryl Grew-Gillen, Sharon Bode

I. Open Forum

II. Approval of December Meeting Minutes

A. Minutes approved

III. Updates & Information Items

A. MarketMATCH update – New UC Project (Misty Pierce)

1. Option A - Approved

a. 1,500 sq. ft. C-store

b. Jonorr's space becomes Freshii's – located across the arbor from other food court options

c. 3 concepts in food court – Double-sided Panda, "national grill" concept and Chick-fil-A

d. Starbucks downstairs

2. Details - Proposing to have cashier stations at each location – explains why additional grab-n-go space in C-store is needed.

3. Top 5 preferences of survey results – Burger, Asian, Fast Casual, Salad/Healthy, Chicken

B. Upcoming Food Service Projects (Geoff Herbert)

1. POD Express at ERP opening Spring 2012 (around March)

2. UC Project begins May 2012

a. proposed - Subway will move to PGH, May 2012

b. Sushic to replace Cranberry Farms, Summer 2012

c. Develop alternative service methods (such as food trucks, hot dog carts) in Spring 2012

d. new food court will open Fall 2013

3. Stadium Parking Garage

a. Taco Cabana and POD Mini to open in Fall 2012

4. West Dining Hall

a. RFoC opens Fall 2012

b. POD Mini to open Fall 2012 and replace the C3 location at OB

C. West Dining Hall (Geoff Herbert)

1. Photos available on PowerPoint presentation of proposed interior design (tile pattern, serving counters, color options)

D. Fall Dining Styles Survey Results (Misty Pierce)

1. Survey ran concurrently with MarketMATCH surveys
2. Results based on 7-point scale
  - a. Overall experience – rating has increased gradually
    - i. Fall 2011 – 5.09
    - ii. Fall 2010 – 5.00
    - iii. Fall 2009 – 4.78
  - b. Survey participation – down due to running concurrently with MarketMATCH
    - i. Fall 2011 had 1,757 participate; Fall 2010 had 1,910 participate
  - c. Locations rated on overall experience
    - i. UC Main: 554 respondents, rating - 4.88
    - ii. UC Satellite: 496 respondents, rating – 4.94
    - iii. OB hall: 85 respondents, rating - 5.59
    - iv. Moody Towers: 417 respondents, rating – 5.40
  - d. Category Strengths – Convenience (5.52), Place to Socialize (5.25), Knowledgeable/Helpful Dining Staff (4.77)
  - e. Category Opportunities – Availability of Nutrition Information (4.26), Price/Value (4.49), Availability of Vegetarian Options (4.50)
    - i. Adding nutritional information signs by registers at Moody Towers
    - ii. Average price of meal off campus is \$6.69 versus on campus at \$6.50 – will work to better communicate price values available on campus
    - iii. Will work to highlight vegetarian options available to students
  - f. Greatest improvements year after year – Speed of Service, Availability of Nutrition Information, Convenience

#### E. UHDS Organizational Changes

1. Erica Vicente returned to UTSA
2. Kia Dixon will transition back to Starbucks
3. James Drexler will focus on Einstein’s
4. Sybil Reado will take over C stores
5. Andre Marsh promoted to Assistant Food Service Director – retail and focus on Satellite
6. Santel Frazier will cover UC during search for new location manager
7. Search in progress for: Executive Chef – Residential, Catering Manager, Location Manager for Taco Cabana
  - a. Have conducted a couple of interviews for Executive Chef
  - b. Location manager will undergo corporate training, in charge of hiring and training staff

#### IV. New Items

##### A. National Brand Pricing

1. National brands submit prices to Dining Services; some have asked for increases company-wide
  - a. Chick-fil-A – has increased prices around 3%
    - i. Call to research prices in comparison to other locations

- b. Einsteins – premium-based price increases
- c. Price increases also found at Pizza Hut, Starbucks, Java City, Subway
- d. Campus vs. Non-campus locations - CPI, location, days open, convenience, delivery costs all factor into price increases

- 2. Committee should review pricing for non-national brands and provide feedback
  - will work to approve for next meeting

B. Public Forums in February

- 1. Meal plan prices will be presented at tuition and fee forums in February – no dates set yet but will provide details to committee as they become available

V. Members Items

- A. None

VI. Adjourn

- A. Next Meeting – Tentative schedule

- Date: Feb. 10, 2012

- Time: 12:00 p.m. – 2:00 p.m.

- Location: Fresh Food Company @ Moody Towers