

Food Services Advisory Committee  
Meeting Minutes for March 30, 2012

Attendees: Bryan Haver, Esmeralda Valdez, Rebecca Szwarc, Deborah Davis, Tony Urso, Lindsay Blagg, Don Yackley, Geoff Herbert, Misty Pierce, Cheryl Grew-Gillen, Sharon Bode, Bethel Glumac, Xiaojing Yuan, Ashley Nwokedi, Keith Kowalka, Amber Arguijo, Lin Crowson, Maria Honey, Linda Garza, Micah Kenfield, Jared Gogets, Ngoc Tran

I. Open Forum

II. Approvals

- A. February Meeting Minutes
  - 1. Approved
- B. Chick-fil-a pricing follow up
  - 1. Still waiting to hear from Chick-fil-a

III. New Items

- A. Introduction of national burger concept for UC Project - McDonalds
  - 1. Will be the first McDonalds in Aramark
  - 2. John Tillman will be manager
    - a. UH alumni
    - b. started at McDonalds in 1990
- B. Presentation of Little Shasta's Concept
  - 1. Shasta's Cones would like to add a kiosk into the UC Satellite
    - a. Shasta's is popular enough to support two locations
    - b. Would feature 8 flavors at kiosk
    - c. Proposed location – between game room and tables and chairs; kiosk would be cleaned and locked at night
  - 2. Committee – Urso would need to check on contract with Smoothie King to make sure doesn't conflict

IV. Updates and Information Items

- A. MarketMATCH
  - 1. Process conducted in Fall 2011
    - a. Interviews – 16 campus leaders and 12 students via chat room (40 signed up)
    - b. Surveys – 746 student surveys (with specific amount per neighborhood); 652 faculty/staff surveys (with specific amount per neighborhood)
    - c. Campus mapping – 14 neighborhoods; 3&5 minute walks from every food location
  - 2. What we learned
    - a. Strengths
      - i. Students excited about new options
      - ii. FFCo. is seen as community building space and recruiting tool
    - b. Weaknesses

- i. Hours of operation (especially late night)
    - ii. Catering inconsistencies
  - c. Opportunities
    - i. Flexibility of Meal plans
    - ii. There is a desire to have more education and information on nutrition
    - iii. Customer service has improved but still room for improvement
- 3. Details on MarketMATCH survey results and UHDS action for each neighborhood – [See “MarketMATCH Results” powerpoint](#)
- B. Customer Service Issues @ FFCo. follow-up
  - 1. Re-training of staff completed – reasserted policy of no cell phones, keep name badges visible
  - 2. Mohammed is continually working with team
- C. F’Real Frozen Beverage Blending Machine
  - 1. Will be in Cougar Village Cougar Xpress store by May 1
- D. Frontier Fiesta Follow-up
  - 1. Concession participation down 2%
  - 2. Less foot traffic on pavilion side than last year
  - 3. Wings and fried Oreos were a hit
- E. ARAMARK Culinary Excellence – April 12, 2012
  - 1. Competition will be hosted at Fresh Food Company
  - 2. Chefs compete to win a spot to represent the region at National competition

#### V. Members Items

- A. Rebecca Szwarc – introduced idea of student-to-student meals similar to that of University of Alabama
  - 1. Committee - With All Access plans could be difficult; perhaps work out donation of guest passes
- B. Don Yackley – some schools have a system to donate to food shelters
  - 1. Committee – have done food drives in past; could look into incorporating meal plans

#### VI. Adjourn

- A. Next Meeting – Tentative schedule
  - Date: April 13, 2012
  - Time: 12:00 p.m. – 2:00 p.m.
  - Location: Fresh Food Company @ Moody Towers