

**FOOD SERVICE ADVISORY COMMITTEE MEETING**  
**10/19/2022**  
**The Eatery @ Broward Hall**

**MINUTES**

Attending:

Nancy Chrystal-Green  
Eddie Daniels  
Jessie Furman  
Beth Gankofskie  
Lisa House  
Alex Wilkerson  
Matthew Mueller  
Justine Tyrone  
Anna Bernstein  
Emma Towler  
Jared Weingard  
Maylee McGay  
Sazzad Mabud

Rachel Rosenthal  
Andrew Lipson  
Charles Couture- CHE  
Syd Watkins - CHE  
Courtland Thomas - CHE  
Hector Leon – Pepsi  
Morgan William – Pepsi  
Ernie Oorbitg - Canteen  
Danette Loyd  
Bill McGinn  
Jenn Banfield  
Robin Stewart  
Hana Prudilova McNeal

**I. Call to Order**

Jessie Furman called the meeting to order at 12:00pm following lunch provided by Florida Fresh Dining.

**II. Welcome and Introductions**

Jessie Furman

Jessie F. gave welcoming remarks and thanked everyone for taking time to be a part of this committee and joining us today. Jessie F. requested everyone introduce themselves.

- Committee Leadership Positions – Jessie F.  
Consists of a chairperson (faculty or staff member) and a co-chair (student member)
- Expectations – Eddie D.  
The Food Service Advisory Committee (FSAC) is a presidential committee that serves in an advisory role to the Vice President of Business Affairs by making recommendations regarding food costs, menus, programmatic issues, sustainability, and related matters. Members are expected to bring thoughts and ideas to the committee and serve as the voice of your peers.

Business Services staff and business partners are not committee members and do not have voting privileges. As such, some meetings, based on the agenda, may be attended by committee members only.

A co-chair (student) was added to the leadership team approximately two years ago. The co-chair participates with the chairperson and Business Services leadership to discuss agenda items for upcoming meetings and is also responsible for running the meeting in the absence of the chairperson. We will vote at the next meeting for chairperson and co-chair. If interested or have questions, let Eddie, Jessie, Matt, or Danette know.

Students serve a one-year term. Faculty and staff serve three-year terms.

The Business Services leadership team is here for support. They can help answer questions and research and gather information. Eddie asked each member of the Business Services team to introduce themselves and give their area of oversight.

### **III. Review/Approval of Minutes**

The minutes of the April 5, 2022, meeting were approved as submitted by unanimous vote.

### **IV. Director of Food & Beverage Services Report**

Matt Mueller

- Chartwells Higher Ed transitioned and started service on campus on 6/18/22 for the start of summer B.
  - Refreshed and updated many locations, including Gator Corner (Food Hall at Gator Corner) and Broward (Eatery at Broward Hall)
  - On-boarded their leadership team, supervisors, and managers, and over 650 hourly employees
  - Marketed and sold over 1,200 summer B meal plans and over 4,900 fall meal plans. Meal plan participation is voluntary at UF.
  - Added local concepts: Taste of Gainesville, Opus Coffee, SweetBerries, and Mi Apa
- Day of Gratitude: President Fuchs offered a \$10 food voucher to members of the UF community (faculty, students, staff) as a “thank you” for successfully providing support for students through COVID. Vouchers could be used at all Florida Fresh Dining locations, 9 food trucks at Plaza of the America’s, and 5 food trucks at the Florida Ballpark and UF Health/Shands. Over 14,000 vouchers were accepted.
- Vending – can accept the new campus id card, now offering a 20% discount when using GatorOne card.
- Catering – coming back strong! Over 70 approved off campus caterers and food trucks on the UF approved caterer list. Palm and Pine is the new on campus catering name.
- Florida Fresh Dining supported the Hurricane Ian emergency services with both resident dining halls remaining open. They also supported 4 UPD stations, shelter at SWRC, and the Emergency Operations Center.

### **V. Introduction and orientation to campus dining**

- Pepsi – Hector Leon, Key Account Manager  
Exclusive beverage provider for campus. Introducing two new products to the Pepsi portfolio:
  - Celsius – Essential Energy

12oz can, all natural ingredients, delivers balanced energy without the crash. Contains 7 essential vitamins, zero sugar, no artificial colors, flavors, preservatives, aspartame, or high fructose corn syrup. Celsius is gluten free, kosher, non-GMO and certified vegan.

- Starry – A lemon lime soft drink for a new generation  
Crisp, refreshing formula. Targeting Gen-Z consumers. Zero sugar and zero calories.
  
- Canteen - Ernie Orobitg, District Manager  
Provides and services approximately 200 snack vending machines across campus. Working on updating all machines to ensure they accept the new Gator 1 cards. Regularly donates items, nearing their “use by” dates, to the Field and Fork Pantry located on campus.
  
- Florida Fresh Dining by Chartwells – Andrew Lipson, VP of Operations  
Andrew, along with members of his team, gave a brief presentation (attached) introducing Florida Fresh Dining to the committee. Compass Group works in several sectors including Business & Industry, Healthcare, Education, Sports & Leisure, Vending & Refreshment, and Energy. Some highlights from the presentation include:
  - Global Statistics – 500K+ associates, in 44 countries, 55K client locations and 5.5B meals served per year
  - Awards and Recognition
    - Forbes – Best employers for diversity, for women, and for new graduates
    - Fortune – World’s most admired companies (2020, 2021, 2022)
  - Partnership importance – engaging, collaborating, leading, and ranking
  - University of Florida – opened 40 locations, hired 772 hourly associates, onboarded 31 management professionals, implemented new POS and kiosks, new mobile ordering app with no fees, sold 4900 fall meal plans
  - Introduced fresh ideas for existing meal plans to offer more flexibility
  - Feedback is critical (good and bad). Introduced several ways to provide feedback.
  - Road to Top 5
    - Consistently focus on “What sets Florida Fresh Dining apart”
    - Work in partnership to understand the criteria for top dining program awards
    - “Hype” campaign for students community-focused concepts/celebrity chef

Beth G. asked about the Greek meal plans. Courtney w/Florida Fresh Dining explained they wanted to offer Greek students an option to purchase a meal plan that supplements the meal plan students are required to purchase when joining a fraternity or sorority. These are smaller plans that give the students choices when not dining in the house.

Alex W. asked if there is a meal plan for faculty and staff. Andrew explained the two options and where to purchase them. [Faculty & Staff Meal Plan - Business Services Business Services \(ufl.edu\)](#)

Eddie D. provided some background on the process leading up to the selection of Chartwells Higher Education as our food service provider. The contract with the previous provider was expiring at the end of 2019; we requested an extension to give us time to conduct a master plan study to identify goals and aspirations for our program. Two of the aspirations for our program are: (1) Achieve high satisfaction levels from our students, faculty, and staff; and (2) Achieve top tier status among college and university food service programs. The master plan study was used to inform our competitive bid process.

The ITN process was very rigorous. From the beginning, Chartwells stood out. We are excited about our partnership with Chartwells as we move our program forward with active participation and input from this committee.

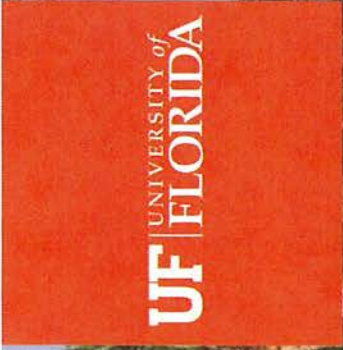
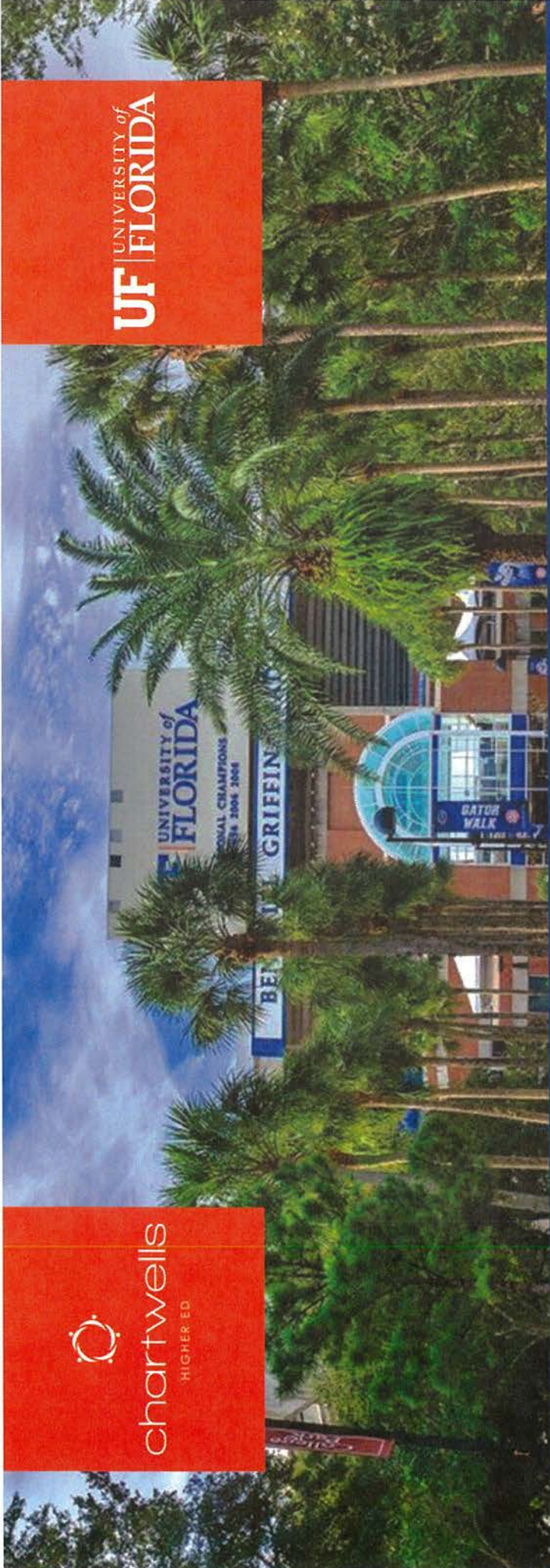
Andrew took a moment to acknowledge his staff in the amount of work they accomplished in a short time. Excellent job!

**VI. Adjournment**

After no additional questions, comments or concerns, Jessie adjourned the meeting at 1:00 p.m.

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Next meeting November 9, 2022, 11:30am – 1:00pm, Reitz Union, Room 2355



*Food Service Committee Meeting*  
October 19, 2022

# COMPASS GROUP BRANDS 2022

BUSINESS & INDUSTRY	
HEALTHCARE & SENIORS	
EDUCATION	
SPORTS & LEISURE	
VENDING & REFRESHMENT	
ENERGY	

CLOSER CONNECTION TO OUR CLIENTS AND CUSTOMERS DURING COVID



GREAT BRANDS WITH  
UNIQUE CULTURES  
& HERITAGE

ENTREPRENEURIAL  
SPIRIT

SPECIALIZATION

CUSTOMER  
ORIENTED

GREAT BUSINESSES &  
GREAT PEOPLE

# GLOBAL STATS



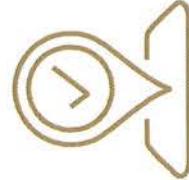
**500K+**

ASSOCIATES



**44**

COUNTRIES



**55K**

CLIENT  
LOCATIONS



**5.5B**

MEALS SERVED  
PER YEAR

**Forbes**

**BEST EMPLOYERS  
FOR DIVERSITY**

2018, 2019, 2020, 2021, 2022

**Forbes**

**BEST EMPLOYERS  
FOR WOMEN**

2019, 2021

# AWARDS AND RECOGNITION

**Forbes**

**BEST EMPLOYERS  
FOR NEW GRADS**

2018, 2019, 2020, 2021, 2022

**FORTUNE**

**WORLD'S MOST  
ADMIRED COMPANIES**

2020, 2021, 2022



*Compass Group PLC, a Fortune 2022 World's Most Admired Company.*

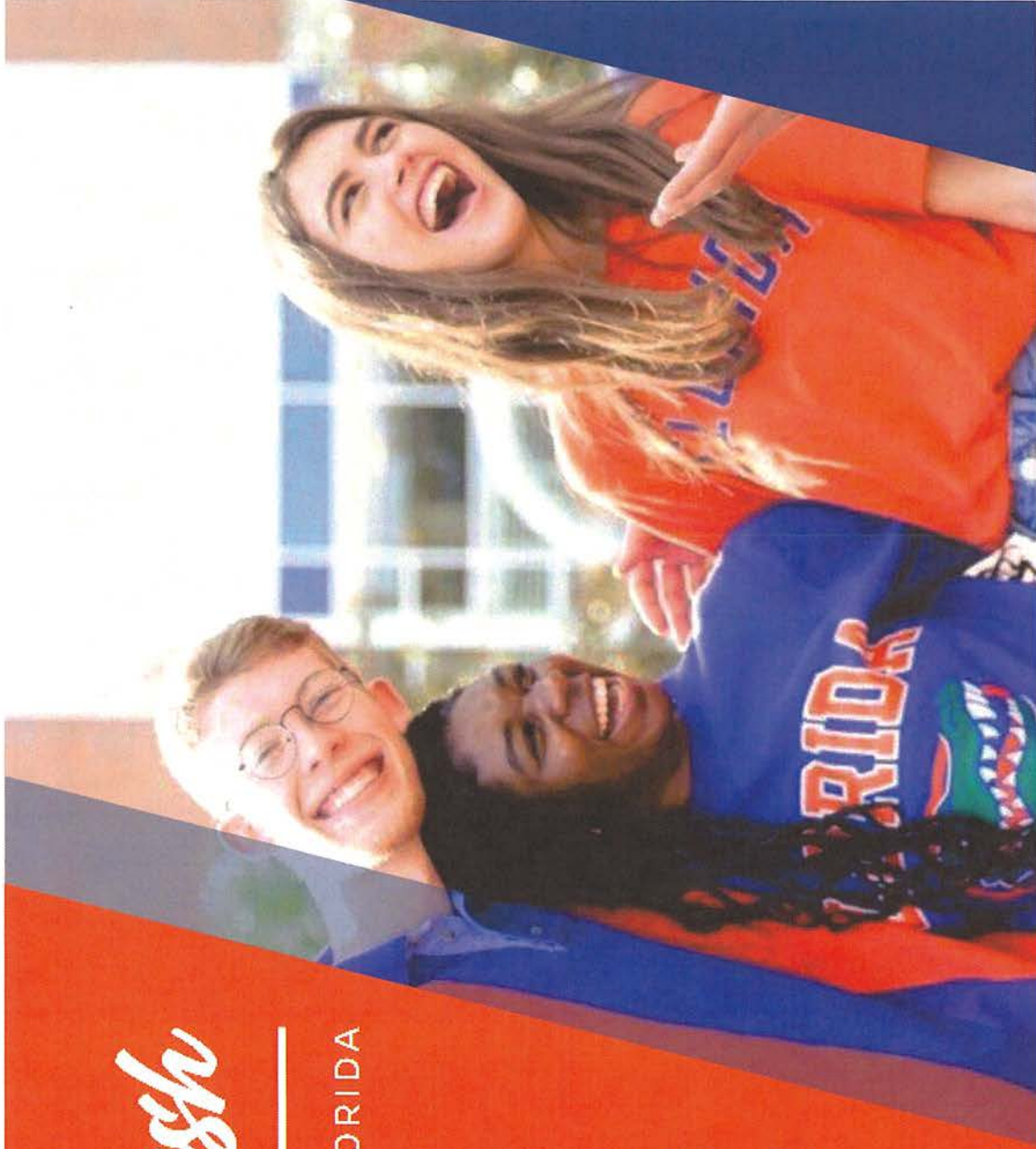


*Florida Fresh*

— DINING —

AT THE UNIVERSITY OF FLORIDA

*Fall*  
**2022**



# WHAT'S IMPORTANT in Partnership



**ENGAGING**  
with the local  
community and M/  
WBE partners and  
operating transparently



**COLLABORATING**  
to research and develop  
the most effective way  
to celebrate UF through  
food

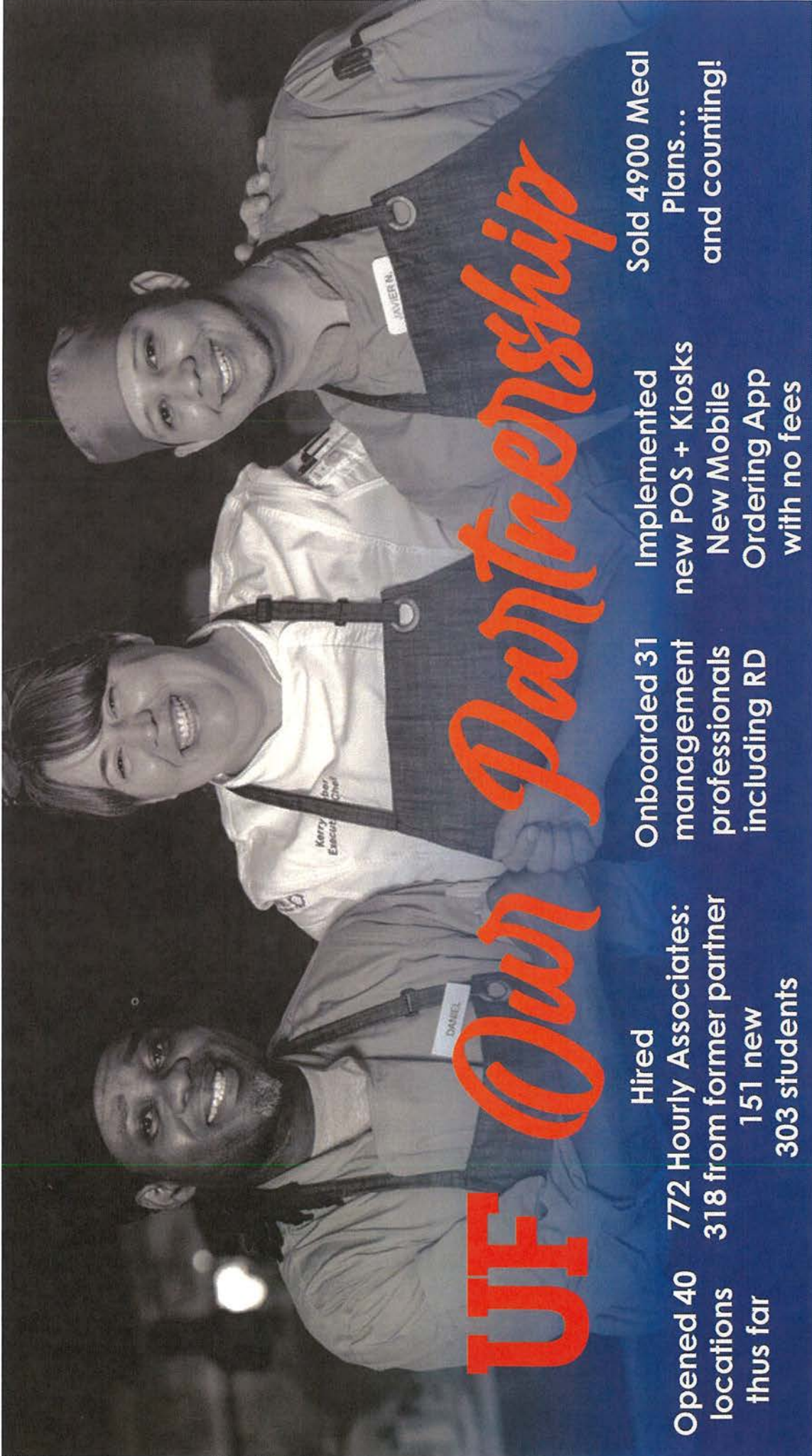


**LEADING**  
the industry in unique  
dining locations and  
service styles



**RANKING**  
as a top five  
dining program  
Strong Campus Culture  
Student Success  
Culinary





# UF Own Partnership

Opened 40 locations thus far

Hired

772 Hourly Associates:  
318 from former partner  
151 new  
303 students

Onboarded 31 management professionals including RD

Implemented new POS + Kiosks  
New Mobile Ordering App with no fees

Sold 4900 Meal Plans... and counting!

# FRESH IDEAS FOR EXISTING PLANS

## Previous Plans

- Block 80 + 200 Flex
- Block 50 + 250 Flex
- Block 65
- Block 30
- Flex 770

## What was needed?

- Added flexibility
- Additional price points
- Expanded change/cancellation period

## Off-Campus Housing Build your own meal plan!

Step 1 Select Block	Step 2 Select Flex
<b>Block 80</b> \$590 •5 swipes per week•	<b>+ Flex 200</b> \$200
<b>Block 65</b> \$485 •4 swipes per week•	<b>+ Flex 250</b> \$245 •5 bonus Flex Bucks!
<b>Block 50</b> \$377 •3 swipes per week•	<b>+ Flex 300</b> \$290 •10 bonus Flex Bucks!
<b>Block 30</b> \$230 •2 swipes per week•	
<b>Flex Only Plans</b> .....	
<b>Flex 375</b> •25 bonus Flex Bucks!•	\$350
<b>Flex 770</b> •70 bonus Flex Bucks!•	\$700

## What we did:

### **PREVIEW**

Embrace the CHOMP!  
Create Opportunities



### **WELCOME WEEK**

Be Present



### **AROUND CAMPUS**

Be Unique



### We showed up:

- 25+ Team Members
- 20+Sessions
- 40+ Days of Preview
- Thousands Conversation
- LOTS of FUN!

### In-Person & Digital Engagement:

- E-mail Campaigns
- Social Media, DOC
- Social Influencer Program

- Daily Activations During Welcome and Kick-off Weeks
- 20+ off-campus apartment partners

# RESEARCH & Listen



Voice to Vision



Foodie Feedback

HAPPYORNOT®

Happy or Not



Dine on Campus



Text2Chat



On-Site Insights



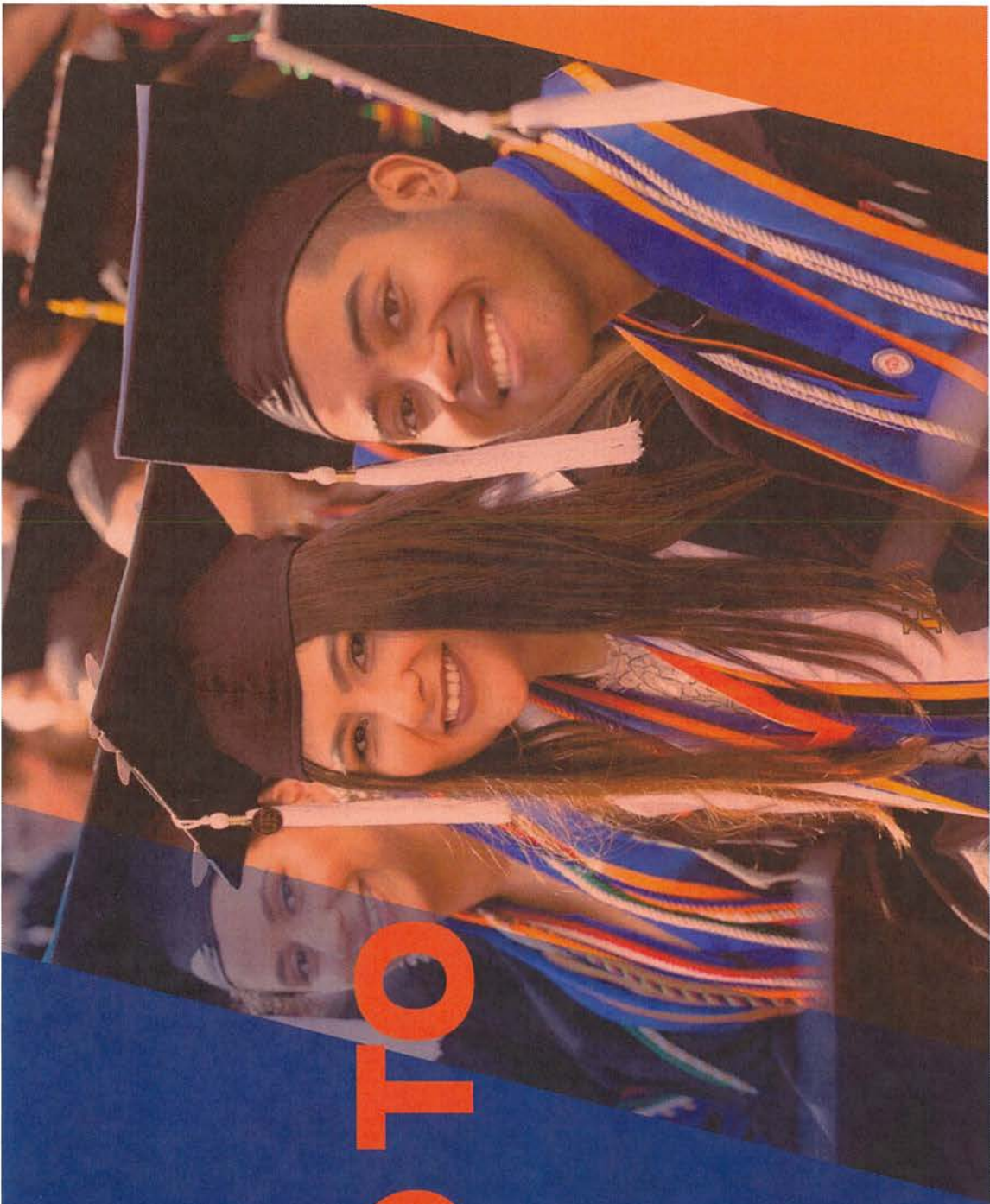
You spoke, We Listened

FALL

SPRING

SUMMER





**ROAD TO**  
*Top 5*

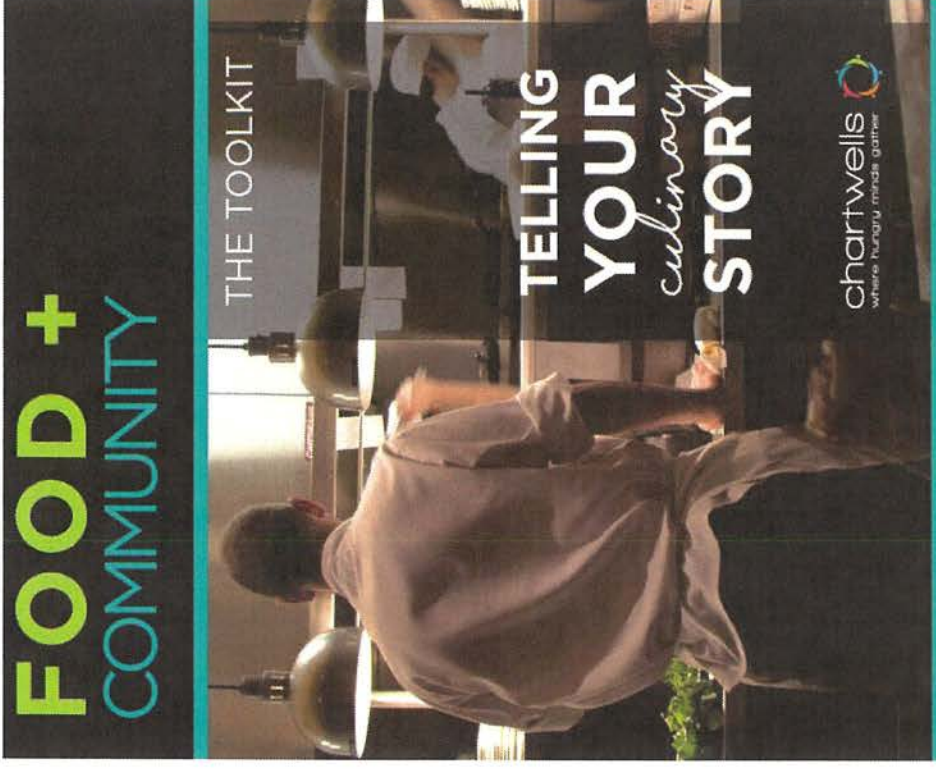
# ROAD TO Top 5

Consistently focus on “what sets Florida Fresh Dining apart”

Work in partnership to understand the criteria for top dining program awards:

- Princeton Review (**Student Affairs to communicate timing on student survey**)
- Niche’s Best College Food in America
- NACUFS Involvement

“Hype” campaign for students community-focused concepts / celebrity chef







CHICK-FIL-A  
BABA'S PIZZA  
HALAL SHACK



REIMAGINE  
BROWARD HALL  
&  
GATOR CORNER

RACQUET CLUB  
RENOVATION  
LITTLE HALL  
REFRESH

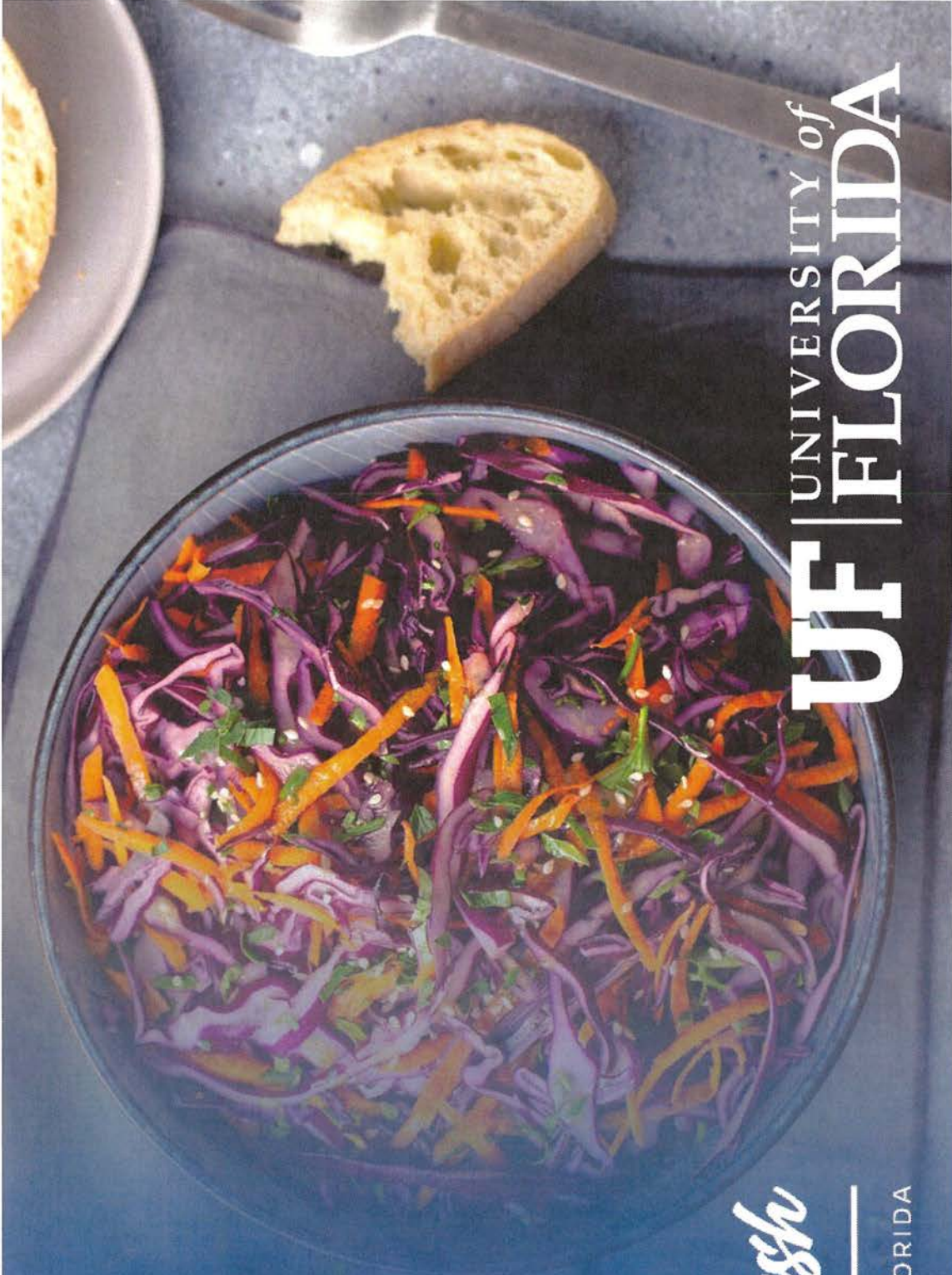


GAINESVILLE  
LOCAL



MINORITY  
PARTNERS





UNIVERSITY of  
**UF** | FLORIDA

*Florida Fresh*  
— DINING —  
AT THE UNIVERSITY OF FLORIDA