

FOOD SERVICE ADVISORY COMMITTEE MEETING
3/22/2023
JWRU – Room 2355

MINUTES

Attending:

Nancy Chrystal-Green
Eddie Daniels
Paul Davenport
Solange Douglas
Jessie Furman
Beth Gankofskie
Dennis Hines
Tina Horvath
Lisa House
Matthew Mueller
Brandi Renton
Jessica-Jean Stonecipher
Matthew Williams
Sazzad Mabud

Justine Tryon
Anna Bernstein
Emma Towler
Hannah Stahmer
Andrew Lipson – CHE
Courtland Thomas – CHE
Hector Leon - Pepsi
Ernie Oorbitg - Canteen
Danette Loyd
Bill McGinn
Jenn Banfield
Hana Prudilova McNeal
Robin Stewart

I. Call to Order

Jessie Furman called the meeting to order at 11:50am following lunch provided by Palm & Pine Catering. As a reminder faculty and staff serve a three-year appointment. If your term is ending and you are interested in serving another term, please apply through FORA. Students serve a term of one year.

II. Review/Approval of Minutes

The minutes of the February 15, 2023, meeting were approved as submitted by unanimous vote.

III. Director of Food & Beverage Services Report – Matt Mueller

Matt reminded the group the director's report was provided electronically and he will provide highlights today.

4,831 student meal plans were sold in Spring semester vs. 4,912 in the Fall. The decline in sales was due to fewer commuter plans sold in the Spring.

Florida Fresh Dining is celebrating Women's History Month in March. Chef Tabitha Brown was featured at Gator Corner on March 8th and at Broward on March 30th. Chartwells' Divisional Chef Kristy Vasquez lead a teaching kitchen on March 22nd, on how to prepare the perfect spring salad and homemade dressing using local ingredients from Traders Hill Farms.

Florida Fresh Dining is averaging over 6,000 mobile food orders monthly with most of the orders being for the Chick-Fil-A and Firehouse Subs at the HUB. These numbers do not include Starbucks mobile orders.

IV. Old Business

- None

V. New Business

- Dining student satisfaction survey results, Fall 2022 (presentation attached)
Matt gave a brief introduction, explaining Chartwells conducts an annual survey of the dining program. This being the first for UF will be our starting point for annual surveys going forward. Matt turned the presentation over to Andrew and Courtland with Florida Fresh Dining.
- Courtland shared information regarding the upcoming focus groups scheduled for March 29th & 30th. They will conduct eight sessions over two days and each participant will receive a free meal and \$20 Transact Mobile Credit for sharing their opinions. The focus groups are open to all faculty, staff, and students and will be held in the previous Wing Zone location on the ground level of the Reitz Union. Those who would like to participate will need to sign up. We will ask Danette to forward this information to the group.
- Andrew and Courtland shared information about the survey including the total number of respondents (1,590), survey timeline: October 13 – November 10, 2022, and survey method: 12 in-person tabling events. Survey demographics: 97% students vs. 3% faculty/staff. Demographics for students were further broken out by year and residential vs. commuter students. Florida Fresh Dining asked for feedback in the following areas: dining frequency by location, what diners love about resident dining, strengths of campus dining halls, opportunities of campus dining halls, impact of dining-related events, cuisine preferences, barriers to dining on campus, and impact of sustainability in dining.
- Emma asked if the question regarding cuisine preferences were open ended or did students have a list to choose from? Courtland stated participants were able to choose up to 3 preferences from a provided list.
- Beth mentioned Syd gave a presentation to one of her classes and showed a video from the late-night breakfast event which included dancing. Students wanted to know how they could learn about the event. Courtland stated students can learn of upcoming events on social media, on their website (dineoncampus.com/UF/events), and also by downloading the Transact mobile app.
- Paul asked about mobile ordering being made available at food trucks. Andrew stated the food truck owners would need a cellular device to connect to the mobile ordering. Dennis shared his concern on whether these small businesses could handle the influx of mobile orders plus walkups and the ability to keep up with the orders. Andrew mentioned they have asked the food truck owners to streamline their offerings to be able to better meet demand and shorten wait times.
- Andrew mentioned that Mi Apa, Sweet Berries, and Opus Coffee are all doing great business. Fat G's BBQ at the Taste of Gainesville – Reitz Union has doubled their orders since coming to campus. Currently working with Luke's Bagels to bring an option to the various Market locations on campus. Eddie mentioned he would like to see a deeper analysis of how the local vendors are doing on campus at the next meeting.
- Jessica-Jean asked if the trend in food is considered a particular ingredient or offering. Andrew stated it could be anything including flavors, international regions, etc.
- Anna asked if there is a way to add a time to pick up your order in the mobile food app? Courtland mentioned they could look into this; their concern is making sure orders are not lost.

- Solange mentioned it appears as though a good amount of the campus population is not eating on campus. How do we invite them in, provide microwaves? Andrew mentioned there are several microwaves in different locations of campus as an added convenience to the campus community.
- Nancy asked how cuisine preference play into decision making? Andrew stated we request feedback to determine what to offer and want/need to hear from students. Please encourage student participation in the focus groups.
- Nancy asked if the survey talks about price points. Andrew said yes, we ask for feedback regarding the value of the offerings.
- It was mentioned how low pizza scored on the cuisine preferences for campus. Justine mentioned this may be due to students getting a lot of free pizza offered at events.
- It was also brought up that many students are seen eating alone and not engaging with others. Justine mentioned students may choose this because they need a moment to themselves to relax, etc. Andrew suggested we might need to explore adding a *decompression zone*. Emma agreed with Justine about students needing alone time.
- Matt mentioned Business Services will partner with Student Life to conduct a survey in spring semester.

VI. “Last 5 minutes”

Sazzad invited members to share any additional information with the group that was not already discussed.

Jenn B. asked Courtland to give more information regarding the April 4th “Powerful” event. Courtland explained the Powerful Event is part of their overall Joyful events held throughout the year. It is meant to create moments of joy through food. Courtland invited everyone to join them on April 4th from 11am to 2pm on the Reitz Union North Lawn for their signature event POWERFUL, celebrating local heroes in partnership with over 300 Campus Dining Programs across the country. Enjoy free food, games, and more.

Beth G. asked about the makeup of the focus group population. Andrew explained everyone is invited to participate as we do not want to limit who we receive feedback from.

Hannah S. mentioned she has heard many students comment they did not think they could eat in the dining halls without a meal plan. It was explained everyone is welcome in the dining halls. They accept meal plans, declining balance, flex bucks, cash, and credit cards.

Paul D. asked if Chartwells has considered a faculty club concept for UF. Andrew responded they have seen locations work, and others do not at universities across the country. We are open to suggestions and feedback.

VII. Adjournment

With no additional questions, comments or concerns, Jessie adjourned the meeting at 12:50 p.m.

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Next meeting April 12, 2023, 11:30am – 1:00pm, Location JWRU 2355

- ON SITE

Survey Response Information

Total
Participants **1,590**

Survey
Timeline **October 13 – Nov 10, 2022**

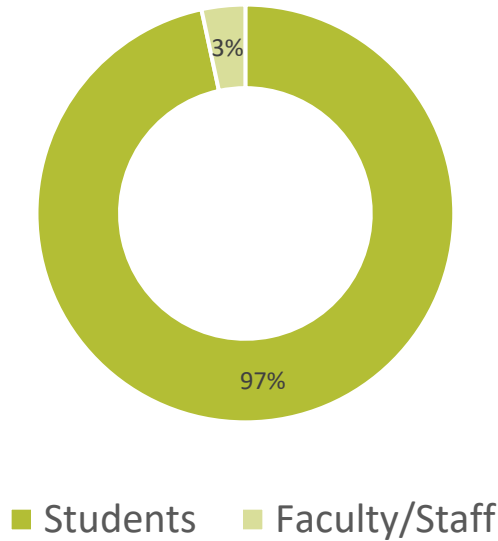
Survey
Methods **12 In-Person Tabling Events**

Provided candy or prizes to participants

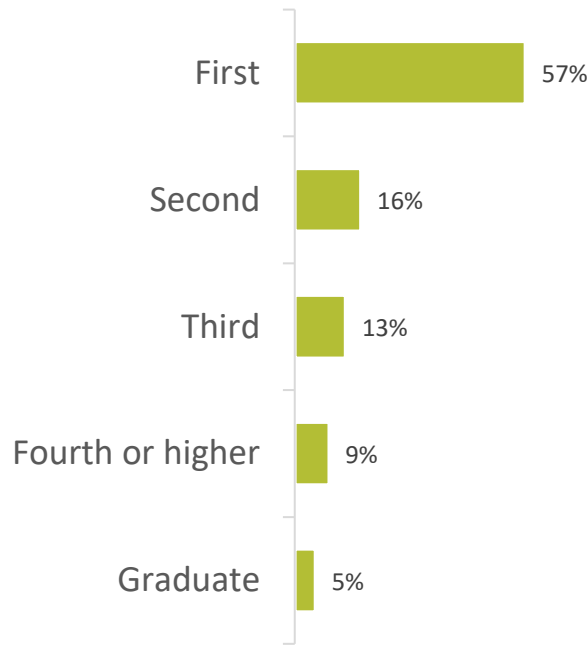


Survey demographics

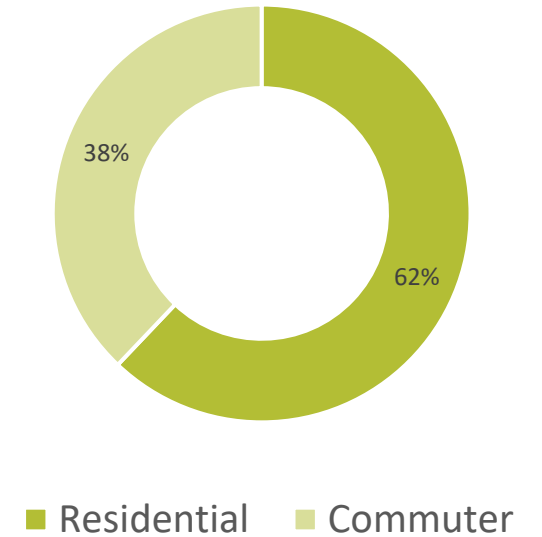
Students Versus Faculty/Staff



Year of Student



Residential Versus Commuter Students



Did not purchase a dining plan



Base: 1570
 Q: I am a...
 Base: 1517
 Q: What year are you in school?
 Base: 1517
 Q: Do you live on-campus?

Dining frequency by location type

Lessons Learned

- There is a consistent number of respondents who neither eats with us nor at off-campus locations
- Provides us with a question to explore for our Onsite Insights Focus Groups
 - What prevents you from eating on campus?

What diners love about resident dining

Lessons Learned

- Produced Wellness Guide
- Meal Plans Offer a Great Value
- Question for Onsite Insights
 - Where do you find out about trends and how important are they to you?

Strengths of campus dining halls

Lessons Learned

- Provided better communication and training
- Locations are not as welcoming and “hangout” friendly
- Question for Onsite Insights
 - What is missing from our locations to make them more of a place to be with friends?

Opportunities of campus dining halls

Lessons Learned

- Hours of Operation are Very Good
- Promote the International Options
- Implemented Takeout Program
- Question for Onsite Insights
 - How do you define healthy/clean?

Impact of dining-related events

Lessons Learned

- We Need to Communicate Event Calendars
- Students Feel the Events are Welcoming
- Question for Onsite Insights
 - What types of events would you be interested in and how should we communicate them to you?

Cuisine preferences

Desired Cuisine/Item	Campus Average	National Average	Division Average
Bubble tea and smoothies	30%	27%	28%
Pho/Ramen/Noodles made-to-order	27%	24%	22%
Mexican	21%	22%	21%
Food trucks from local restaurants	18%	21%	22%
Partnerships with local restaurants	17%	20%	20%
Made-to-order pasta	10%	12%	12%
Indian	15%	12%	11%
Grilled cheese sandwich shop	10%	11%	11%
Fried chicken and biscuits	11%	11%	12%
Dim Sum/Bao buns	15%	11%	11%
Regional BBQ	11%	10%	10%
Made-to-order Mediterranean	10%	9%	9%

Desired Cuisine/Item	Campus Average	National Average	Division Average
Local coffee offerings	8%	9%	8%
Made-to-order salad	7%	9%	8%
Made-to-order pizza	9%	9%	8%
Specialty burgers	6%	8%	8%
Fries with various toppings	6%	7%	7%
All-vegan	7%	5%	6%
Pizza with specialty toppings	5%	5%	5%
Halal	4%	4%	5%
Other	2%	4%	4%
Other international foods	2%	3%	3%
None – I enjoy the current campus menu	5%	6%	6%

Base: 1570 Campus; 59483 National; 18633 Division
 Q: Which of the following would you like to see more of on-campus? Select up to three.



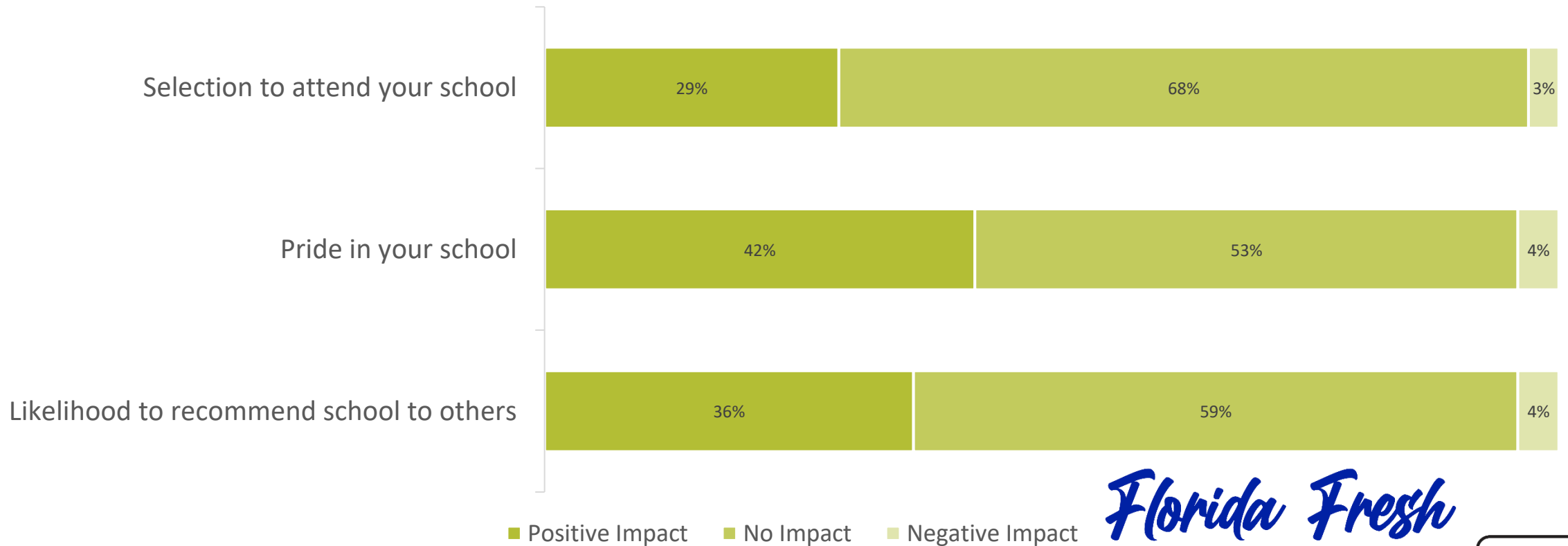
Barriers to dining on campus

Lessons Learned

- Variety is not perceived as an issue
- Staffing issues hampered speed of service
- Promote mobile ordering better
- Question for Onsite Insights
 - How aware of mobile and kiosk ordering are you?

Impact of sustainability in dining

Impact of Dining Sustainability Program



Base: 1517-1570
Q: Select the level of impact the campus dining sustainability program had on the following:



Thank you.....

Q and A

Florida Fresh

— DINING —

AT THE UNIVERSITY OF FLORIDA

