

**FOOD SERVICE ADVISORY COMMITTEE
MEETING 4/12/2023
JWRU – Room 2355**

MINUTES

Attending:

Nancy Chrystal-Green
Eddie Daniels
Paul Davenport
Solange Douglas
Jessie Furman
Beth Gankofskie
Dennis Hines
Tina Horvath
Lisa House
Chip Howard
Dwayne Isaacs
Matthew Mueller
Matthew Williams
Justine Tryon

Karalyn Sammetinger
Anna Bernstein
Emma Towler
Hannah Stahmer
Andrew Lipson – CHE
Courtland Thomas – CHE
Paulvos Fuller - Pepsi
Ernie Oorbitg – Canteen
Danette Loyd
Bill McGinn
Jenn Banfield
Hana Prudilova McNeal
Robin Stewart

I. Call to Order

Jessie called the meeting to order at 11:51am following lunch provided by Palm & Pine Catering and asked those attending for the first time to introduce themselves.

II. Review/Approval of Minutes

The minutes of the March 22, 2023, meeting were approved as submitted by unanimous vote.

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

Matt M. thanked everyone for their attendance this semester. Director's report was sent out to everyone prior to the meeting. Matt added there will be some small edits to the meal plans for the coming year. Please reach out to Andrew if you have any questions.

Florida Fresh Dining will be hosting a Late-Night Breakfast event at Gator Corner on April 27th 9pm – 11pm with a Retro Arcade Theme. Nancy Chrystal-Green is helping by providing 20 volunteers to support the event.

The Chartwells Powerful Event was held on April 4th. Had a great turnout and served over 2500 salad bowls. Students enjoyed slides, rock painting, and the bucking gator. Chartwells took time to recognize our campus police officers and local first responders.

Matt M. mentioned the new Canteen Smart Markets are doing more sales in snacks than the traditional vending. Sales across the board have been successful.

Hector with Pepsi recently received a promotion. He had been on campus since 2017 and had a student first mentality. We will miss seeing him on campus and are excited to welcome his replacement soon. Matt gave a brief introduction of Paulvos Fuller also with Pepsi who replaced Morgan William.

IV. Old Business

None

V. New Business

- Local Restaurant Integration: One year in: Overview, results, observations, next steps

Matt M. along with Andrew gave a brief presentation (attached) regarding Local Restaurant Integration. Andrew summarized the history including the ITN program priorities and gave highlights of some of the local favorites including Opus Coffee, Mi Apa, Fat G's BBQ, and Sweet Berries. Kosher Gator products are being sold as grab and go in our markets. UF community is adapting to our local partnerships on campus.

Eddie mentioned that what we are seeing is a response to students' preferences to local brands.

Andrew mentioned after looking at survey results, students are not brand loyal, but they are food loyal.

Jessie asked how UF is facilitating success for local restaurants? Andrew replied that we need to know where the food is coming from, look at their capabilities and at their local restaurants, food handling, etc.

Eddie complimented Chartwells in terms of working with our local brands. It is not as simple as going to a local restaurant and asking them to come on campus. These partners must be vetted, give students an affordable option, and be successful.

Dwayne added students are looking for the full experience. Looking for unique to them, value, not necessarily national brands. More local flavors.

Anna stated most comments included the importance of quality and wait times. Students are gravitating towards healthier options.

Andrew mentioned Florida Fresh will be offering a bowl concept this summer in the Taste of Gainesville location in the Reitz Union.

Nancy suggested having a unique to campus location that you cannot get anywhere else.

VI. "Last 5 minutes"

- Jenn provided the following reminders:
 - 20% off Canteen/Pepsi vending when using Gator Bucks
 - Mi Apa started serving coffee and breakfast
 - Late-Night Breakfast at Gator Corner April 27th
 - Please visit the dining halls. We value your feedback.

- Courtland let everyone know there will be four tabling events for meal plans coming up.
- Hannah S. mentioned student health is moving on May 8th.
- Dwayne – construction happening in the union this summer to update a few spaces. Should be little to no impact to student services.
- Matt M. – Pollo Tropical is closing May 26th. Halal Shack and Baba’s Pizza will be taking that space and expect to open for the Fall semester.
- Justine suggested making seating options as a potential topic for next year. Matt M. mentioned we will be looking at seating options as dining halls are renovated.
- Jessie reminded everyone this is the last meeting of the semester and thanked the students for serving. Your input and participation on the committee was much appreciated. Jessie also thanked the faculty/staff rotating off this semester after serving their 3-year terms, Paul Davenport and Jessica-Jean Stonecipher. Thank you!!
- Dennis announced he is retiring after having been with UF for 30+ years. Dennis thanked Eddie and team for allowing him to be a part of this committee. One of few committees that affects everyone on campus. Eddie thanked Dennis for his valuable service on the committee and to campus.
- Eddie also thanked the students for bringing their voice to the committee and representing the student population. Thank you to the faculty and staff as well.

VII. Adjournment

With no additional questions, comments or concerns, Jessie adjourned the meeting at 12:52 p.m.

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Next meeting October 30, 2023, 11:30am – 1:00pm, The Eatery @ Broward Hall

FSAC Meeting

4/12/2023

Local Partnerships

- History
- Current
- Future Plans

History

- ITN Program Priorities
 - Mix of National, Regional, Local, and In-House Brands
 - One rotational concept of multiple local restaurants
 - Local products in C-stores
 - Increase local purchasing

Mix of National, Regional, Local, and In-House Brands

- Operations team spent time reviewing surveys
- Met with local business owners
- Included them in our proposal

Current

- Mi Apa had been successful prior to Florida Fresh and the survey data reflected that this was a desired concept
- Opus is a very well-known, locally-grown brand that the community connected with:
 - Desire to not have a “one-size fits all” approach to the coffee solution on-campus - exceeded Norman Starbucks sales by +15%

- Sweet Berries was a well-known town favorite and was losing their location
 - Filled a niche with custard not available on campus
 - Worked with their team on location layout and costs
 - Provided an opportunity for Jane and Janice to keep their staff employed!

- Fat G's BBQ
 - There was not a BBQ location on campus
 - Desired concept that was missing
 - Proposal included Sonny's BBQ – opted for local
 - Chef Greg (G) had been part of Community Corner and a food truck partner on campus
 - Robust acceptance and Greg has hired 3 new employees

Other Local Food Vendor Partners

- Vegan Gator
- Big Island Bowls
- Ginny's All-America
- Cereal Rus
- Swamp Religion
- Mayflower
- Little Sombrero
- Kosher Gator

Future Plans

- Local products in our markets
 - Sarafay Farms – Jam
 - Cross Creek Honey – Honey
 - Youpon Brothers – Tea
 - Makeup Gossip – Soap
 - Yo Mama's Foods – Tomato Sauce
 - Luke's Bagels – Guess 😊

- **Develop in-house concepts**
 - Partner with IFAS
 - Student input
 - Internship opportunities
 - Marketing
 - Finance
 - Operations
 - Technology

And now, the data that tells the story

October – March 2022

- Papa John's \$59K
- Au bon Pain \$193K
- Local RR \$292K
- Norman Starbucks \$226K

October – March 2023

- Mi Apa \$402K
- Sweet Berries \$447K
- Community \$371K
- Norman Opus \$304K

132,587 Transactions and \$11.72 Check Average
Over \$1.5M in Sales!!!

Thank you for your partnership
and your time.

Questions?