

**FOOD SERVICE ADVISORY COMMITTEE MEETING
11/28/2023
Reitz Union, Room 2355**

MINUTES

Attending:

Daryl Bish	Kara Sammetinger
Sarah Brunnig	Andrew Lipson – CHE
Eddie Daniels	Courtland Thomas – CHE
Solange Douglas	Greg Moran - CHE
Jessie Furman	Luis Ortega – Pepsi
Beth Gankofski	Ned Vanbuskirk - Pepsi
Dwayne Isaacs	Ernie Orobitg – Canteen
Matthew Mueller	Danette Loyd
Brandi Renton	Bill McGinn
Kelly Sharp	Jenn Banfield
Deon Winchester	Hana Prudilova McNeal
Saketh Damera	Robin Stewart
Nicholas Blumenthal	Nirali Patel – guest

I. Call to Order

Jessie called the meeting to order at 11:52am following lunch provided by Palm & Pine Catering and asked those new to the group to introduce themselves.

II. Review/Approval of Minutes

The minutes of the October 30, 2023, meeting were approved as submitted by unanimous vote.

III. Committee Leadership Positions

Eddie opened the floor for nominations for the FSAC Chair position:

- Chair (Faculty or Staff) - Beth Gankofskie nominated Jessie Furman to continue as chairperson. Eddie opened the floor for additional nominations, seeing none, Jessie is re-elected as chairperson by unanimous consent. Jessie accepted the nomination. Eddie thanked Jessie for her prior service as chairperson and her willingness to continue in the role.
- Co-Chair – Nomination on hold due to student member vacancies due to delay by SG in appointing student members.

IV. Director of Food and Beverage Services report – Matt Mueller

Matt M. gave a brief overview of the director’s report previously distributed via the calendar invite for today’s meeting as well as the state of the program.

- Syd Watkins, dietician for Florida Fresh Dining recently sold-out spaces in her October Teaching Kitchen during family weekend. Students were joined by their family members for the event where shaker salads were the featured menu item.

- Thankful Lunch was served at the Food Hall at Gator Corner and the Eatery at Broward on November 14th featuring Thanksgiving favorites. A make your own cider bar and make your own pickle station were also featured.
- Palm & Pine Catering Showcase is scheduled 3:00 – 5:00pm on November 29th. RSVP with Andrew if interested in attending.
- Volunteers are needed for the Late-Night Breakfast on December 7th at the Food Hall at Gator Corner. Contact Andrew to volunteer. This year's theme is Barbie!
- Andrew added the Diwali Dinner was held at Gator on November 13th. It was fun to see the students experience this dinner which is plant based. Very well received.
- Matt provided details regarding the State of the Program. Sales are up 20.2% from the same period last year. Meal plan sales are up 20.7%, 5,943 meal plans for Fall 2023 compared to 4,924 for Fall 2022. Participation rate (meal plan swipes) 64% Fall 2023 vs. 52% Fall 2022 meal swipes in 27 campus locations. Andrew stated switching from meal exchange to retail equivalency provided more value due to flexibility.
- Dwayne asked about the number of customers for dinner in the dining halls. Andrew stated they have seen an increase in usage over last year. Matt added there have been between 200 and 250 more customers over last year.
- Matt reminded everyone there are 42 food locations across campus and 5 rotating food trucks. Students have many options for on-campus dining.

V. Old Business

Jessie asked if anyone had questions related to our Business Partners.

Dwayne gave a shout out to Pepsi and Florida Fresh Dining for their participation in their recent tailgating event.

Eddie stated the contract with Chartwells is currently in year 2 of their 12-year contract. The contract for Pepsi expires in 2025. We will be beginning the competitive bid process soon. Canteen contract expires 2024 and will go through a similar competitive solicitation process.

With that in mind, Jessie invited everyone to express their thoughts regarding the upcoming processes.

VI. New Business

- Technology Update and the Dining/Vending Programs
 - Andrew and Courtland gave a brief presentation regarding technology use in the dining program. During covid, technology became important in all facets including mobile ordering.
 - [Dine On Campus at University of Florida](#) website provides information regarding menus, locations, operating hours, etc.
 - Transact Mobile Order app offers mobile ordering at 13 locations. Adding more in the near future.
 - Self-order kiosks
 - Smart Markets – 4 locations – provides customers additional options beyond snacks.
 - Costa Coffee – barista style vending machine located at the HUB Market.
 - Just Baked – serves hot, ready to eat variety including items such as White Castle Burger sliders and molten lava cakes; located in Graham Market and Infinity Hall.
 - Text to Chat option – great resource to provide feedback to Florida Fresh Dining.

Technology will always be moving forward; helps with labor costs; most menu boards are controlled online. Monitors located near employee timeclocks provide employees with relevant and timely information; staff can use mobile app to clock in, request vacation, and view their pay statements.

Greg M. mentioned kitchen robotics may be coming in the future.

Robin asked Courtland to expand on the mobile app. Courtland stated they currently have 7000 users. Can send push notifications to users, provide app credit, promotions, refunds, etc. Next step is to roll out a loyalty program using the app.

Robin stated they were very intentional to not have added fees for mobile orders.

Jessie asked if there are non-dairy options for Costa Coffee. Andrew said he would find out.

Lisa asked if wait times at Cravings have improved. Andrew replied yes, the wait is getting to the kiosks. Food is made to order, and the processes continue to improve.

Jessie challenged everyone to go out and try different locations and bring feedback to the January meeting.

Eddie stated we are in a state of constant improvement. As you try different locations and make observations, let us know your thoughts/concerns.

- **FFD Fall 2023 At A Glance: Results, Trends, Action Plans**

Andrew gave a brief presentation (attached) including the CHE Campus Survey. Food preferences show Boba Tea is the number one cuisine preference of college students. Pho – Ramen – Mexican round out the top preferences. Local also remains important. High protein is the number one dietary preference among college students.

Matt mentioned price/value is very important. Want to offer a robust and affordable program.

Nick asked if a copy of the presentation can be shared? Yes, Danette will provide a copy.

Solange asked if we collect income demographics. Andrew stated we do not know how meal plans are purchased such as personal funds, scholarships, grants, etc.

Dwayne asked about students with food insecurities. Andrew replied that FFD provides meal vouchers to the pantry.

Lisa House shared that surveys are done annually on food insecurities. Next one is due to be completed in Spring 2024 and the data will be shared in the Spring semester.

Solange mentioned since going cashless she had an experience at Mi Apa when using tap and pay with her android phone, the charge showed up as “federal prison industries”. Solange asked if anyone else experienced this? Robin stated we would look into this.

VII. “Last 5 Minutes”

Jessie followed up on Energy Drinks by writing a blog.

Saketh mentioned we most likely will not have SG student nominations next semester. Can we nominate an interim co-chair?

Courtland mentioned 250 vouchers donated to the pantry. Have not seen those coming back.

Nick mentioned he was food insecure during his first two years on campus. Does the scope of this committee include students off campus?

Dwayne mentioned much of the support comes from the Dean of Students Office, Student Affairs and Business Services.

Lisa H. stated the survey is inclusive of Gainesville students but not necessarily out of Gainesville students.

Eddie asked Matt M. to provide an update on Broward, Cabo, and Burger 352.

Matt mentioned Cabo will be in the Orange & Brew space (ground level Reitz Union) in early January. Burger 352 will not be changing to Chick fil A and Broward is going offline, December 16th to begin renovations. Working on final details for supplemental solutions during the closure. Expect a 7 to 8 month turn around.

VIII. Adjournment

After no additional questions, comments, or concerns, Jessie adjourned the meeting at 1:03 p.m.

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Next meeting January 17, 2024, 11:30am – 1:00pm, The Food Hall @ Gator Corner

Florida Fresh

— DINING —

FSAC Meeting
11-27-2023

Initial Survey Data

FOOD PREFERENCES



BOBA TEA IS THE #1
CUISINE PREFERENCE OF COLLEGE STUDENTS



PHO - RAMEN - MEXICAN
ROUND OUT THE TOP PREFERENCES

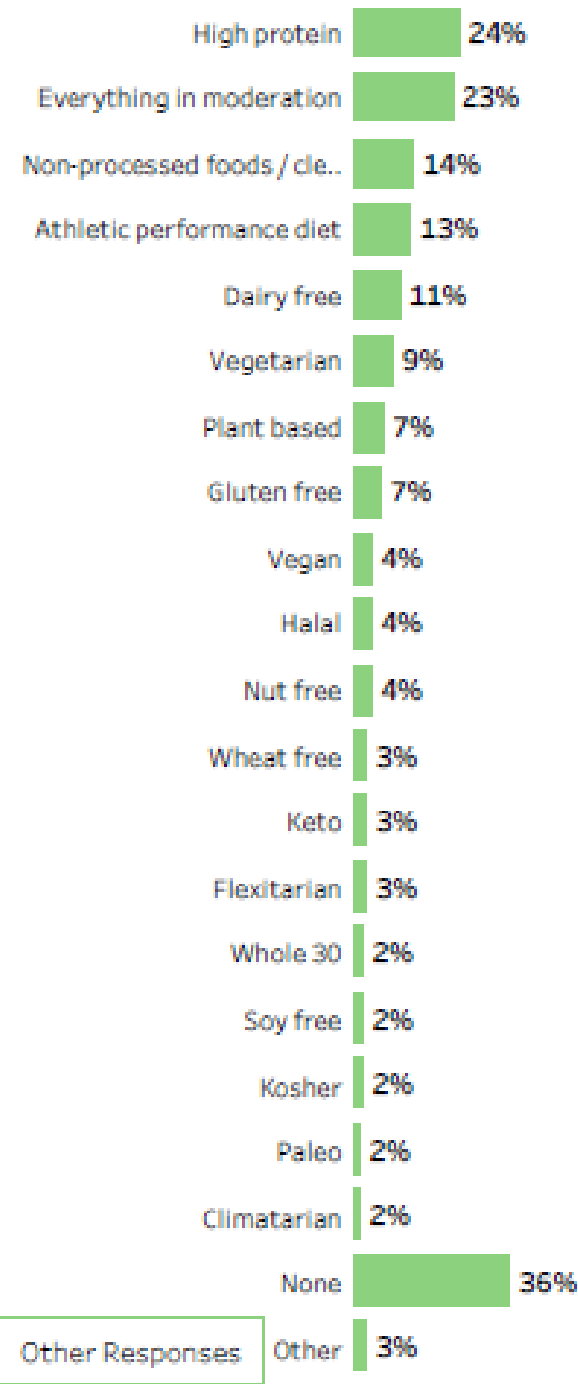


LOCAL REMAINS IMPORTANT
LOCAL RESTAURANTS, FOOD TRUCKS,
& PARTNERS RANK HIGHLY

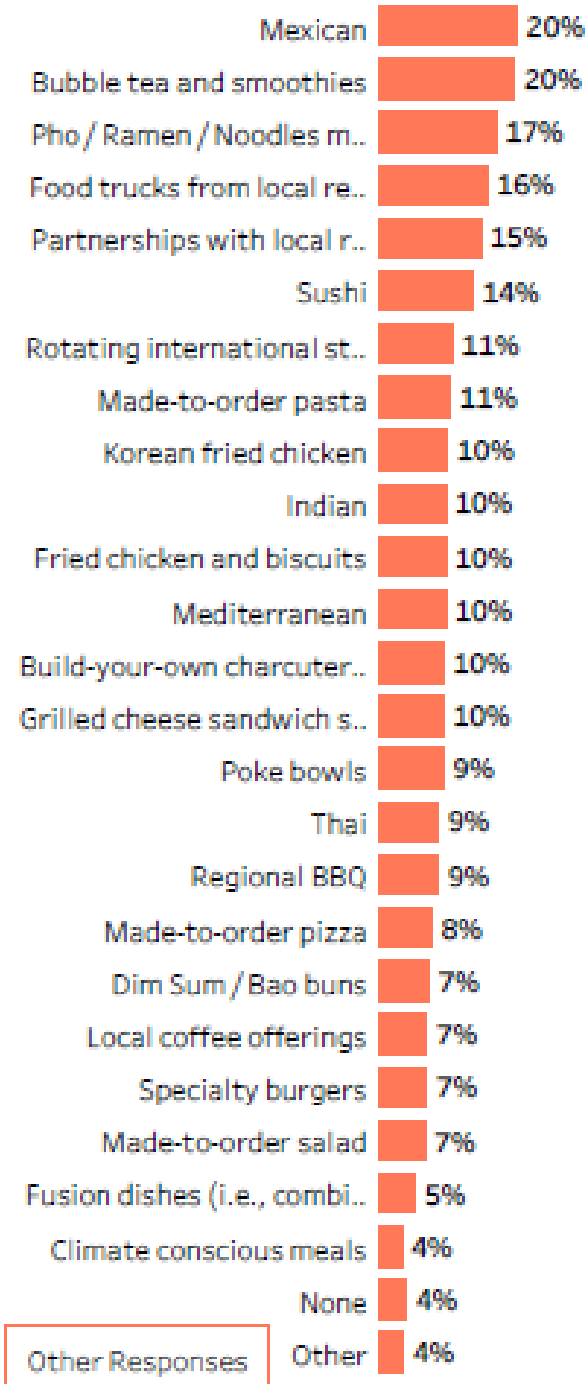
HIGH PROTEIN IS THE #1
DIETARY PREFERENCE OF COLLEGE STUDENTS

Chartwells Higher Education Campus Survey

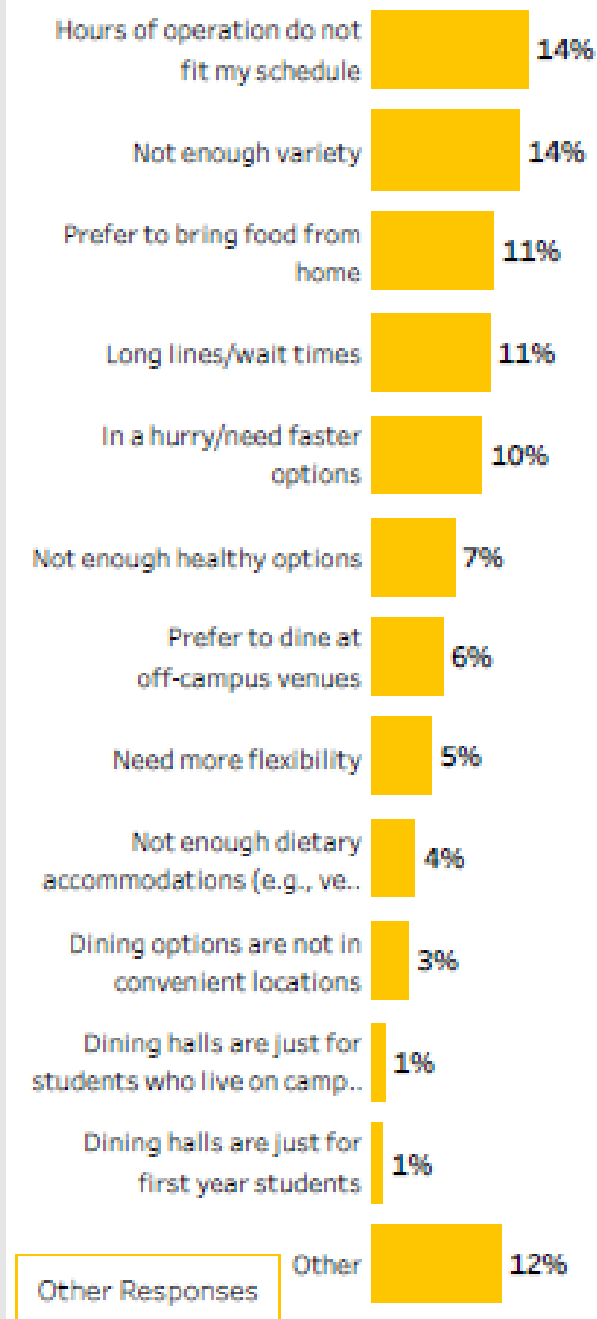
Dietary Preferences



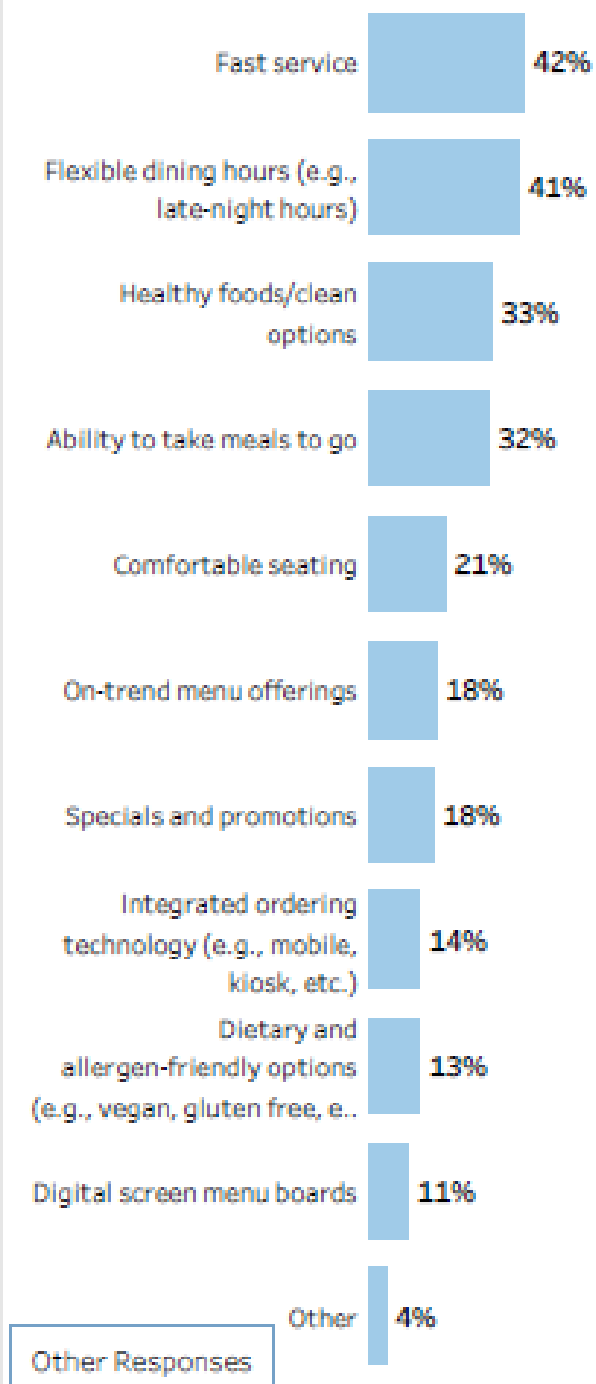
Cuisine Preferences



Barriers to Dining on Campus



Retail Dining Preferences



FILTERS

- Survey Year
 - 2023
- Division
 - All
 - Division President
 - All
 - Region
 - All
 - District Manager
 - All
 - State
 - All
 - School
 - All
- Respondent Type
 - All
 - International Status
 - All
 - Year In School
 - All
 - Residence
 - All
 - Meal Plan Type
 - All

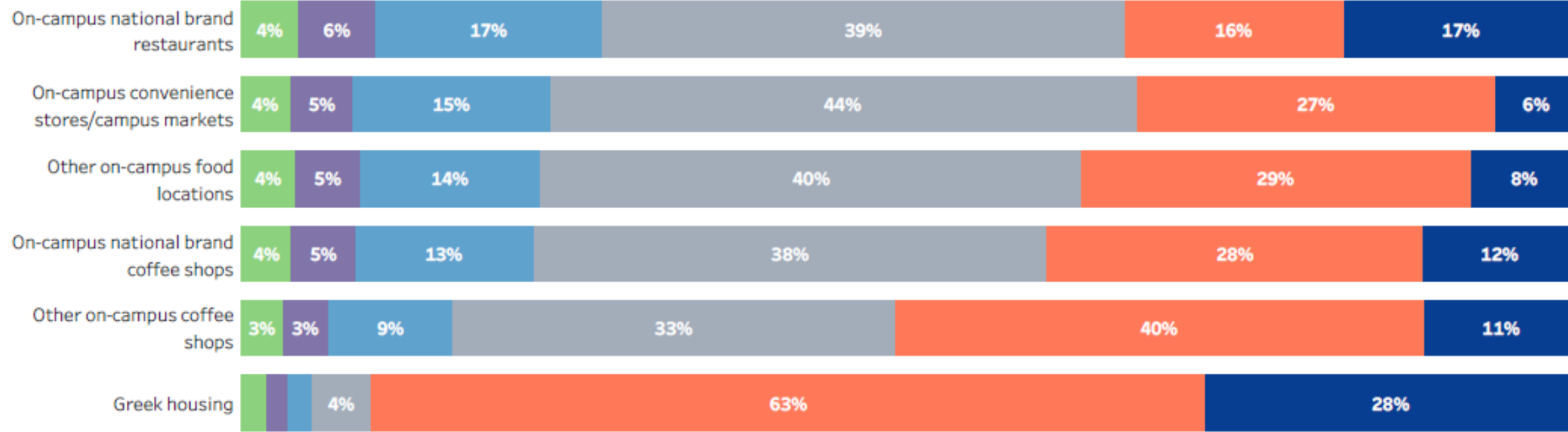
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Chartwells Higher Education Campus Survey

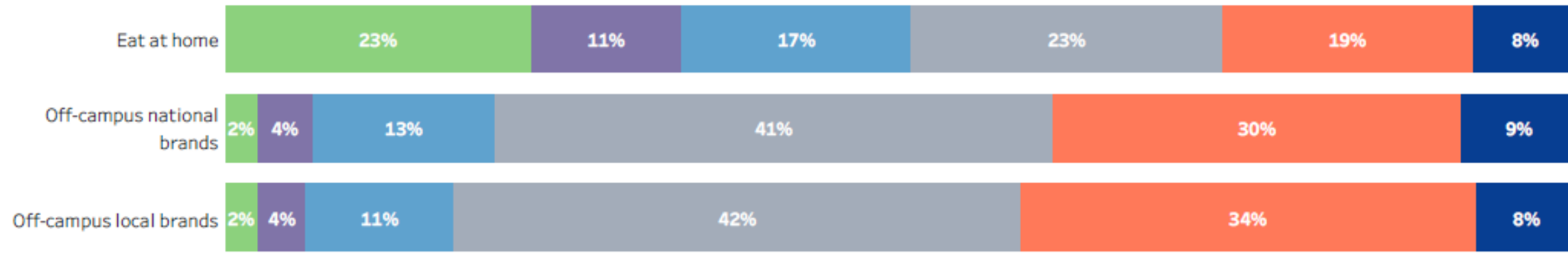
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- Division President: All
- Region: All
- District Manager: All
- State: All
- School: All
- Respondent Type: All
- International Status: All
- Year In School: All
- Residence: All
- Meal Plan Type: All

Frequency of Retail Dining Usage



Frequency of Off-Campus Dining Usage



■ Every day
 ■ 5-6 times
 ■ 3-4 times
 ■ 1-2 times
 ■ Never
 ■ Not available

15

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Chartwells Higher Education Campus Survey

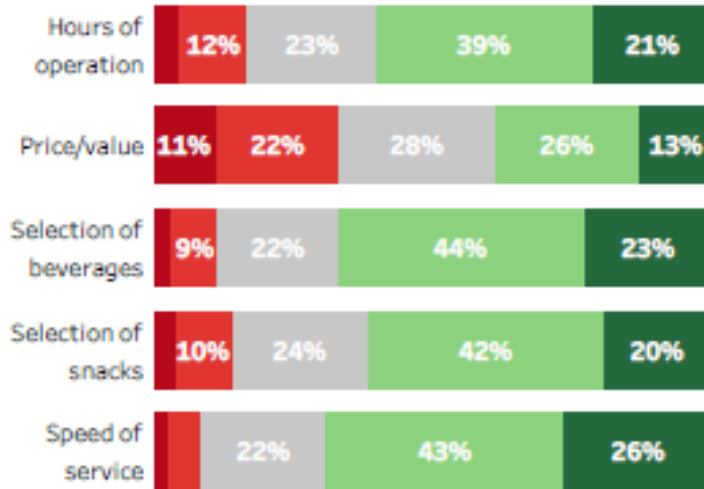


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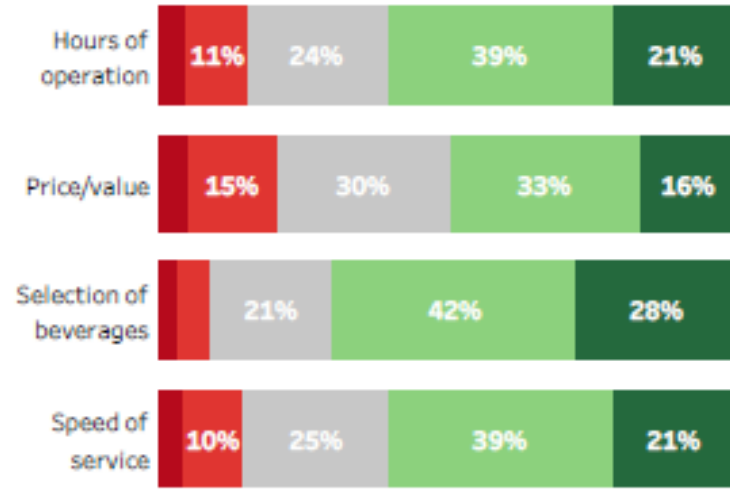
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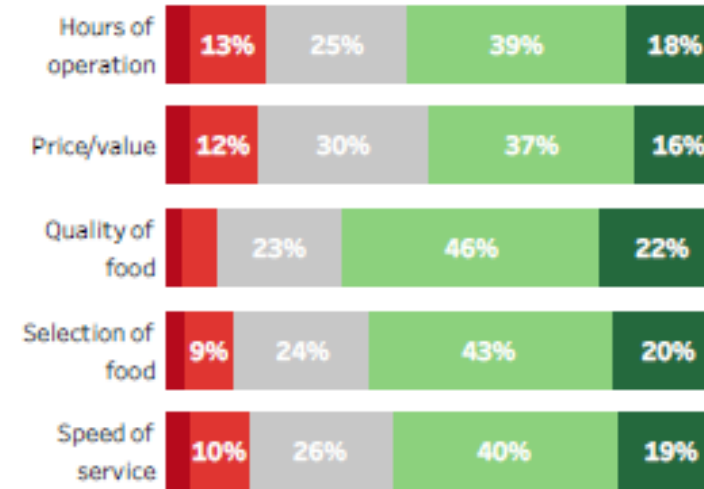
Customer Satisfaction with Convenience Store/Campus Market



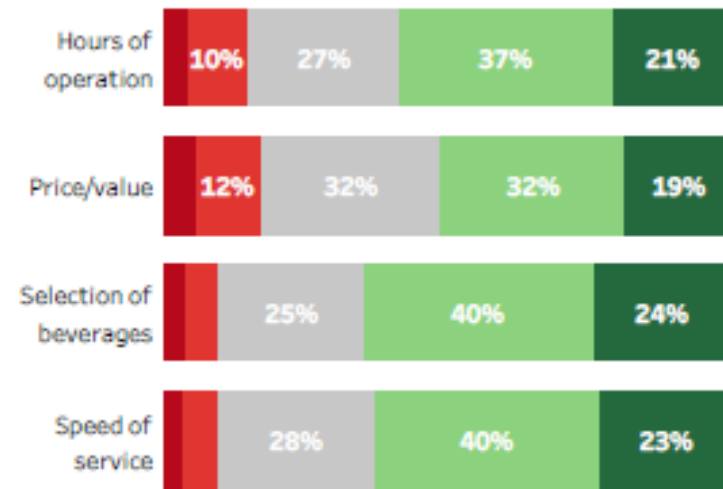
Customer Satisfaction with On-Campus National Brand Coffee Shops



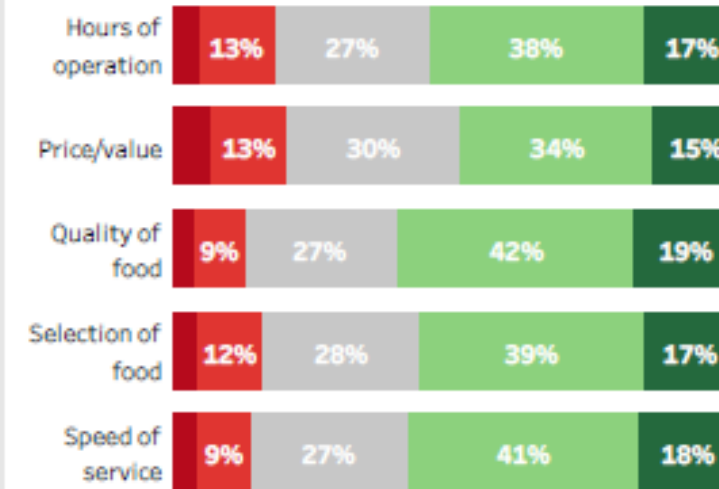
Customer Satisfaction with On-Campus National Restaurants



Customer Satisfaction with Other On-Campus Coffee Shops



Customer Satisfaction with Other On-Campus Food Locations



- 1 - Very dissatisfied
- 2 - Dissatisfied
- 3 - Neither satisfied or dissatisfied
- 4 - Satisfied
- 5 - Very satisfied

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Florida Fresh

DINING

AT THE UNIVERSITY OF FLORIDA

State of the Program Fall Update



NOVEMBER 28, 2023

MATT MUELLER
DIRECTOR, FOOD & BEVERAGE SERVICES

Voluntary Meal Plans Sold



*most schools are happy with a 5% increase



Year-to-Date (July through October)

- Sales are up 20.2% from same period last year
- New concepts, revised meal plans, meal plan equivalency, more plans sold
- Participation rate:
 - 64% in Fall 2023 vs. 52% in Fall 2022
 - Higher satisfaction with program



Location, Location, Location

- 3 Resident Dining Locations
- 8 Market C-Stores
- 8 Coffee Shops/Cafes
- 22 Restaurant/Retail Concepts
- 5 Local Partner Locations
- 4 Smart Markets
- 42 Total Food Locations Across Campus
- 5 Rotating Food Trucks

- Taste of Gainesville
- Fat G's BBQ and Swamp Religion
- Sweet Berries Eatery
- Mi Apà Latin Café
- Opus Coffee
- Big Island Bowls
- Oceana Coffee



New This Fall

- SideBar Coffee at Levin
- Beans and Bytes at DSIT
- Halal Shack
- Baba's Pizza
- Big Island Bowls
- Cravings Campus Kitchen
- Costa Coffee
- Just Baked
- Grab and Go at Gator
- Coming Soon:
 - Cabo
 - True Burger
 - Blenz



Technology in the Dining Program

- [UF Dine on Campus](#)
- [Transact Mobile Order App](#)
- Self-Order Kiosks
 - Reitz Union, Retail Location Counters
- Smart Market
 - 4 locations
- Costa Coffee
- Just Baked
- PalmAndPine.Catertrax.com
- Text to Chat option
- Cravings Campus Kitchen text alert

CRAVINGS
CAMPUS KITCHEN





Questions?