

FOOD SERVICE ADVISORY COMMITTEE MEETING
3/20/2024
Reitz Union, Room 2355
MINUTES

Attending:

Daryl Bish
Sarah Brunnig
Eddie Daniels
Solange Douglas
Jessie Furman
Beth Gankofskie
Brian Kelley
Lisa House
Riley Brazeau
Dwayne Isaacs

Matthew Mueller
Chad Roth
Kaylee August
Kara Sammetinger
Anna Bernstein
Danette Loyd
Bill McGinn
Jenn Banfield
Hana Prudilova McNeal

I. Call to Order

Jessie called the meeting to order at 11:55am following lunch provided by Palm & Pine Catering.

II. Review/Approval of Minutes

The minutes of the February 20, 2024, meeting were approved as submitted by unanimous vote.

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

Matt M. provided highlights from his director's report along with some additional remarks.

- Cabo Mexican Grill opened in the Orange and Brew location on March 18, 2024, featuring made to order tacos, burritos, burgers, and bowls. The location served approximately 240 customers during lunch on opening day. A grand opening event partnering with the Reitz Union Game Room is being planned.
- Blenz Smoothies opened on March 18, 2024, in the Little Hall Market.
- True Burger will be opening in approximately 3 weeks in the Little Hall Market. A portion of the proceeds will go to support the Field and Fork Pantry.
- Florida Board of Governors will be on campus next week. Palm & Pine Catering will be providing some of the lunches and snacks.
- The restricted venue (president's house) ITN for catering is currently in progress. ITN for vending is upcoming.
- Dwan Courtney with Small Business and Supplier Diversity will be hosting the Small Business Opportunity Fair April 24th. Several caterers from our Approved Catering List will participate.
- State of the program remarks included:
 - Always looking forward and open to feedback.
 - What have we done in the last year and a half?
 - Meal plan participation rate, technology, local partnership, etc.?
 - How have you seen the program grow?
 - What's missing from the program?

- Beth asked how the temporary Broward location has been going. Matt M. stated they are serving approximately 1000 students a day; serving breakfast, lunch, and dinner. Beth added, the students she has spoken to are enjoying the food!
- Solange asked if the goal of the restricted venue ITN is to have more than one caterer available for restricted locations? Matt M. stated it is up to the ITN selection committee.

Jessie commented that the business partners (Florida Fresh Dining, Pepsi, Canteen) are not in attendance today, thus allowing FSAC members to freely ask questions, make comments, and provide feedback.

IV. Old Business

- **Alcohol Sales on campus: Update**

Matt mentioned that Cabo Mexican Grill is currently open and Florida Fresh Dining is looking into obtaining a 2COP liquor license to sell beer and wine only (two beverage consumption on premise limit). This license can also allow for sales outside of this space.

Ann commented the Reitz Union Board of Managers (BOM) has been exploring this. They are also exploring the possibility of offering mocktails for those who do not drink alcohol but want an option other than water, or soft drinks.

Dwayne mentioned this is an opportunity to serve and provide a service not already on campus.

Beth asked how long UF has been dry. Hana mentioned since Wing Zone closed.

- **Plant-forward programming outcomes**

Matt mentioned Florida Fresh Dining introduced the plant-forward concept for two weeks in the Arredondo, which gave them the opportunity to test different menus and provide an educational component. During the two-week period, approximately 118 guests per day visited compared to 150 per day for the regular spring semester menu.

Received good survey feedback. 50% ate plant-forward regularly, 75% said if there was a regular place on campus they would return.

How do we improve the menu? Update our communications? At Broward, there will be one platform every day providing this option. Have already implemented this at Gator for the remainder of the semester. Do we add a vegan only location?

Kaylee mentioned she attended the event and enjoyed the menu options.

Sarah went and it was "ok". She did send some students and the feedback she received from them, was that they really enjoyed it. Believes the concept would be better in the dining halls on a regular basis rather than in Arredondo.

Anna mentioned the BOM student members are asked to visit a food service location in the Reitz Union twice a month and bring a friend; they then provide feedback regarding the experience. One comment received was regarding the lack of dairy free desserts. Also, provide plant-forward options daily.

Sarah asked if the allergen free stations in the dining halls have dairy free desserts. Jessie commented no, this is an entrée only option.

Anna suggested adding a dairy free shake option at Sweet Berries.

V. New Business

- **Retail dining, Residential dining, Catering, and Vending experiences**

Food choices are made for a variety of reasons --- convenience, time of day, price, emotional, health, nutrition, diet, culture, etc. Think about your experiences in choosing on-campus or off-campus options.

Kara mentioned on-campus is a convenience factor due to living on campus and attending classes; off-campus choices are made for variety or change of pace or to try something different.

Chad mentioned it goes to cost. Like the food truck initiative, but can be costly.

Dwayne mentioned he spends quite a bit at Shake Smart. Will spend more for what he likes.

Chad agreed, people will pay more for something they really enjoy.

Solange commented from the staff side. She thinks of community. Bringing staff together. Going off campus if time permits and ability to participate in promotions.

Solange stated students are looking for a place to eat and study. Students also bring food to campus, such as taco bell for affordability.

Anna mentioned cost is a factor. Off-campus is less expensive, however, staying on campus for the convenience. Chick Fil A off campus is less expensive and has more variety. Most students do not have disposable income.

Kaylee mentioned she promotes the faculty/staff meal plan as there is a significant savings when using it in the dining halls as a meal swipe vs. paying with a credit card.

Daryl mentioned he misses being able to bring a potluck dish to events for official meetings, etc. This was especially important for international events where attendees may want to showcase food from their culture. Dwayne suggested working with Palm & Pine Catering to come up with a menu for those events. Daryl mentioned that also comes at a higher cost.

Beth mentioned she recently went to Starbucks. Many customers were just waiting because they ordered online. She was surprised when she walked straight up to the counter and placed her order only to find they were cashless.

Dwayne believes time and place matter. Students are more conscious of where their money goes and their beliefs.

Jessie mentioned she works at SWRC. It is difficult to come to main campus to eat due to lack of parking. If going out to eat for lunch, tends to go off-campus for convenience.

Kara likes the perceived convenience of ordering online, however, still having to wait when picking up her order. How do we streamline that?

Jessie asked everyone for their favorite and least favorite place to eat on campus.

Favorites included Arredondo due to affordability with a faculty/staff meal plan, Sweet Berries, and Shake Smart both for customization options.

Least favorites included Baba's Pizza due to cost, options on 13th Street side of campus due to long lines and wait times, overwhelmingly Chick Fil A due to wait times.

Lisa mentioned she left Chick Fil A before getting her food because it took too long.

Many experiencing 45 minutes wait times at Chick Fil A due to high demand. Anna commented it is not their fault because demand is so high. Matt also commented Chick Fil A does approximately \$14k per day in sales; cannot handle current volume; our proposed remodel and renovation (planned for this summer) will add the ability to handle current and future levels of business.

VI. "Last 5 Minutes"

Jessie mentioned March is National Nutrition Month. Theme is Beyond the Table.

Eddie asked for feedback regarding the value of having our partners at the meeting vs. not.

Comments: "Perhaps having them present at one meeting per semester rather than all".

" In the couple of meetings I've attended, the meeting is more productive without partners present".

"Perhaps have them attend only one meeting per semester".

Beth mentioned an Adopt a Veggie event happening at Newell Hall, building 120, Monday, March 25th from 1:00pm – 2:30pm. Those attending would be asked to complete a survey. Will be serving green tea smoothies.

Matt commented on the great feedback today. Always feel free to share and will pass information to our partners.

VII. Adjournment

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

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Next meeting April 10, 2024, 11:30am – 1:00pm, Reitz Union, Room G320