

**FOOD SERVICE ADVISORY COMMITTEE MEETING**  
**01/29/2025**  
**Reitz Union, Room G320**  
**MINUTES**

Attending:

Daryl Bish	Patrick Halloran
Brian Brasington	Carolina Calonge
Sarah Brunnig	Keerthana Madhu
Solange Douglas	Justin Nikpour
Jessie Furman	Nyla Pierre
Beth Gankofskie	Brian Dagnall w/Florida Fresh Dining
Tara Hollow	Greg Moran w/Florida Fresh Dining
Lisa House	Courtland Thomas w/Florida Fresh Dining
Brian Kelley	Kat Wolfrom w/Florida Fresh Dining
Matthew Mueller	Danette Loyd
Chad Roth	Jenn Banfield
Matthew Williams	Hana Prudilova McNeal
Aneesh Chatrathi	Robin Stewart

**I. Call to Order**

Jessie Furman called the meeting to order at 11:51 a.m. following lunch provided by Palm & Pine Catering. Jessie asked those attending for the first time to give a brief introduction.

**II. Review/Approval of Minutes**

The minutes of the December 4, 2024, meeting were approved as submitted by unanimous vote.

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

Matt M. gave a summary of his Director's Report previously distributed via email.

- Minimal 1% drop in spring meal plan sales vs. fall.
- Cabo introduced beer, wine, and seltzer sales daily. Having conversations regarding the possibility of including hard liquor. More to come.
- HSC Starbucks was recently refreshed. Opened end of Fall semester. The Marston Starbucks will be refreshed this summer and will become mobile orders only when reopened.
- The Boba Bar opened in the Reitz Union on January 14<sup>th</sup> and has been added to mobile ordering. The Botrista pre-mixes 16 different beverages that include traditional milk teas, teas, lemonades, and smoothies along with popping boba. Also offers potstickers with house-made dipping sauces. This is a short-term pilot program in the Reitz Union. Will be move to a permanent campus location.
- Looking at changing the current format of Cravings to a World Food Hall to possibly include a Choolah Indian BBQ Station. To gauge student feedback there is a Choolah Indian BBQ Takeover on January 30<sup>th</sup> 11am – 2pm at the Eatery at Broward Hall. Brian D. mentioned it brings a different element to our food offerings but would not be the only offering at Cravings.
- Continuing talks to move Shake Smart to the Taste of Gainesville area in the Reitz Union.
- Working on an agreement with Sonic to replace Burger 352.

#### IV. Old Business

- Turlington Update

Brian D. mentioned current offerings in Turlington included AFC Sushi and Firehouse Subs, however, changes have been paused due to contractual obligations with Firehouse Subs. More to come.

Sweet Berries may not return to campus as they are focusing more on their brick-and-mortar location. Taco 352 may be interested in this location.

Matt M. added we are looking for options students would like to see on campus that are not already offered.

- Beverage ITN

Robin S. gave an update on the Beverage ITN process. Pepsi is the current provider. Their contract ends August 14, 2025. The ITN was released in the fall and is progressing as intended. More to come.

#### V. New Business

- Markets – dining vouchers

- FFD review, updates, and improvement

All voting members in attendance at the last meeting should have received a card for use in the Markets prior to this meeting. The focus for this meeting is everyone's experience in one of the markets located on campus.

Courtland T. provided some data regarding each market location that included sales, percent sales meal equivalency and number of semester transactions per location.

In-progress enhancements include moving to in-house grab & go to customized and streamlined product offerings; prepped meals; and researching convenience store style options (slushie machine, etc.)

- Committee usage and feedback

Courtland T. asked the committee what can we do to improve the markets?

Lisa H. commented that she would prefer to go off campus for non-meal items as they are much cheaper.

Justin N. mentioned he was told at 3:30pm he would have to come back at 5:00pm for a "meal" option at Graham.

Aneesh C. would like to see more vegetarian options in the market in the Reitz Union. Primarily had meat options available.

Sarah B. mentioned the lettuce was limp at the HUB in Rawlings for Grab & Go option.

Justin N. would like to see employees wearing hair protection at Graham.

Nyla P. mentioned she primarily visits the markets for snacks.

Jessie F. mentioned at Graham she struggled to find something without dairy, beef, or pork for lunch.

Solange D. mentioned she primarily visits the markets for snacks. Will buy more if there is a deal being offered or the perception of a deal. Limited due to the many carb offerings. Perhaps also offer condiments for sandwiches and wraps.

Matt W. suggested a marketing blitz to faculty and staff that lets them know about the markets. He visited the one at Little Hall.

Justin N. mentioned he has a severe sesame and tree nut allergy. Purchased a made-to-order item at Chomp It. Had allergic reaction and had to go to ER. Ingredients were not clear on packaging or when ordering. The Florida Fresh team in attendance at today's meeting along with Matt M. all apologized for the experience and mentioned they have protocols in place to follow up with students when incidents such as these happen that include going to the hospital with the student, paying for the medical bills, ensuring staff are properly trained and accurate ingredients are clear and available.

Beth G. took a faculty member/guest with her to a market and the guest was not aware of the market availability on campus.

Robin S. thanked Justin for sharing his experience.

Brian D. reminded everyone they have an on-staff dietician, Syd Watkins ([syd.watkins@compass-usa.com](mailto:syd.watkins@compass-usa.com)), that can help navigate students to where they can eat safely.

- Residential dining vouchers

- Expectations: Usage and survey

Jenn B. mentioned the same card will be reloaded tomorrow for use in the dining halls. Two meal swipes will be available for use. You can bring a guest or choose to visit both dining halls individually.

The survey link is available to everyone even if they do not receive a dining card. All feedback is appreciated.

Robin mentioned the meal swipes must be used before our next meeting.

- Arredondo Room

- Niche, usage, future, viability

Matt M. mentioned the Arredondo Room is a Reitz Union space on the fourth level. It is open Monday through Friday for a buffet lunch and is best known for fried chicken Fridays. Recently added dining enhancements that included silverware pre-placed on the tables and service members regularly clearing the tables.

As is, the Arredondo is not currently sustainable. What are our options? Close altogether and only use as a catering space or raise the door rate? A reduced schedule is not feasible with current sales numbers.

Nyla P. mentioned as a student, she has only been for events. If the price increases, students may not come. May need more marketing and specials.

Brian D. mentioned 50% of customers are students, primarily international. Many facilities services staff come to the Arredondo.

Lisa H. mentioned she uses it a lot for campus visitors, interviews, etc.

Daryl B. mentioned it is a unique space and a good location to take guests.

Robin S. commented that there are other locations on campus experiencing similar problems, however, still need the option there.

Jessie F. asked how much is too much?

Carolina C. commented it is not very well advertised and is oddly placed. Used as a banquet space and had a good experience. Is it possible to renovate and add seating?

Brian B. mentioned it would be challenging to renovate and add additional seating. There could be an opportunity to add balcony seating, weather permitting.

Solange D. liked it when she had a meal plan for the salad bar and soup option. What about adding a to-go option? Willing to pay up to \$15 - \$16. Perhaps use smaller plates to reduce waste since it is an all you can eat option.

Beth G. mentioned she thinks the current price is fair. Avoids Fridays as it is difficult to get seating. Likes the view.

Greg M. mentioned he represents fifteen schools that have faculty clubs, and all lose money. Some programs have membership fees for faculty/staff that helps offset some of the costs. Perhaps adding a communal table would be a way to add more seating.

Matt W. asked if the menu could be sent out via email a week in advance to give faculty/staff an opportunity to plan a week ahead. Does not always remember to look at the website.

## **VI. "Last 5 Minutes"**

Aneesh C. asked if anyone had any updates, etc. you would like to share.

Robin S. mentioned it is important to understand the financial and business side of running a food program.

Solange D. suggested adding QR codes to breakrooms that provide more information regarding food options, meal plans, etc.

Courtland T. reminded everyone of the Valentine's dinner in the Arredondo. Make your reservation soon.

Lisa H. mentioned getting more information regarding meal plans out to faculty/staff.

Robin S. mentioned we currently provide information through UF at Work.

**VII. Adjournment**

After no additional questions, comments, or concerns, Jessie adjourned the meeting at 1:02 p.m.

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Next meeting February 27, 2025, 11:30am – 1:00pm, Reitz Union, Room 2355