

FOOD SERVICE ADVISORY COMMITTEE MEETING
02/27/2025
Reitz Union, Room 2355
MINUTES

Attending:

Daryl Bish
Riley Brazeau
Brian Brasington
Sarah Brunnig
Solange Douglas
Jessie Furman
Beth Gankofskie
Tina Horvath
Lisa House
Matthew Mueller
Chad Roth
Matthew Williams

Keerthana Madhu
Nyla Pierre
Brian Dagnall w/Florida Fresh Dining
Courtland Thomas w/Florida Fresh Dining
Greg Moran w/Chartwells
Kat Wolfrom w/Chartwells
Kristy Vasquez w/Chartwells
Nelson DeFigueiredo w/Chartwells
Jenn Banfield
Danette Loyd
Hana Prudilova McNeal
Robin Stewart

I. Call to Order

Jessie Furman called the meeting to order at 11:49 a.m. following lunch provided by Palm & Pine Catering. Jessie recognized the additional guests from Chartwells in attendance and asked them for brief introductions.

II. Review/Approval of Minutes

The minutes of the January 29, 2025, 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. Highlights included:

- Meal plan participation rate of 70%. Chartwells team is working on graduate and post doc meal plans as well as changes to faculty/staff meal plans.
- Delightful by Florida Fresh Dining was held the week of February 10 – 14. Some notable events included free iced coffee for meal plan holders, a station takeover by Pillsbury, and the annual Arredondo Room Valentine's Day dinner which served over 140 guests.
- Working on making changes to elevate the dining programs across platforms.
- Pepsi will be introducing new products to campus including a 20 oz Gatorade water, Propel Energy Boost, Gatorlyte Pineapple Mango, and Soulboost sparkling water.
- Canteen will be supporting The Big Event on March 8 by donating 1000 portions of snacks to be provided to UF volunteers throughout the day.

IV. Old Business

- Dining location project updates
Matt M. noted that upcoming projects at Chick fil a (HUB), Panda Express (Reitz Union and HSC), and Starbucks (Marston) are contractual refreshes. Burger 352 will transition to Sonic.

Brian D. mentioned they are in preliminary talks with the Paper Bag Deli as a possibility to replace Sweetberries.

We are considering adding B'z Gelati to Turlington. Changes to the Taste of GNV location in the Reitz Union include relocating Shakesmart to that location from the ground level and possibly the addition of a mac and cheese concept.

There are continuing conversations regarding changing Cravings to an International Food Hall to include Choolah, Wow Bao, and World Eats concepts.

Beth G. asked about dining options for Honors Village. Matt M. responded that students are in close proximity to Broward and the Reitz Union is also a short walk from there. Also considering the addition of mobile carts that move with students to highly trafficked locations on campus. Pilot programming coming in the Spring of new concepts.

Chad R. asked if there is any update on the food truck pilot program. Matt M. mentioned that while the overall concept was a good one and provided a dining option in areas of campus that had limited or no access, food trucks were regularly cancelling or not showing up due to staffing issues and weather conditions. This became problematic for faculty/staff/students who were anticipating the food truck being there and not having another option when they did not show up.

- Pouring Rights/Beverage ITN

Robin S. shared we are entering the negotiations phase of the ITN process. No additional information to share at this stage. More to come.

V. New Business

- Florida Fresh Dining: Fall 2024 Voice to Vision survey

Courtland T. gave a brief overview of the Fall 2024 Voice to Vision survey. Highlights included:

- Approximately 25 questions that took 8 to 10 minutes to complete. Survey live dates were October 1 – 31, 2024.
- Survey demographics: 2314 participants; 96% students vs. 4% faculty/staff; 43% of student respondents were first year students; 47% commuter vs. 53% residential students
- Overall satisfaction: Retail 3.84/5; Residential 3.68/5; 6% year over year growth
- Strengths: Location convenience, digital wallet/mobile integration, price/value, dining hall variety, service quality
- Opportunities for improvement: speed of service, expanded grab and go, healthy options, retail variety, residential takeout
- Top preferences: smoothies, Boba, Mexican, mac & cheese bar, international street food, Indian
- Dining frequency by location type: All-you-care to eat dining hall (every day 22%, never 31%) vs. Eat at home (every day 25%, never 18%)
- There has been a year over year improvement in most areas for diner satisfaction from 2022 to 2024.

Beth G. asked what day of the week students are most likely to eat on campus. Courtland commented they did not have that specific data, and it is a question they can address in focus groups.

Beth G. asked if faculty/staff diners are tracked. Courtland, yes, based on meal plans sold. Does not include diners who pay with credit card. Looking at options to increase meal plan sales to faculty/staff.

Jessie F. asked if faculty/staff survey responses were different than students. Courtland, no.

Nelson D. stated they are seeing an opportunity nationally to optimize technology in speed of service. Would love to use UF as a beta site with focus on making orders vs. taking orders.

Matt M. stated technology is an important piece, however locations such as Halal Shack, do not have a separate “make station” for mobile orders vs. in-person. Mobile can take away from overall customer service.

Solange commented speed of service at Halal Shack is quicker when a manager is present.

- Next dining voucher: Cravings (\$15x2)
 - Expectations: Usage and survey
Robin mentioned when we originally planned to have Cravings as a location to visit and provide feedback on, we were not looking at changing the concept. Due to this change, we would like for you to visit a **dining** location in the Reitz Union such as Cabo on the ground level, excluding Starbucks and the Market.

Brian D. mentioned table service was recently added at Cabo. Please visit.

Jenn B. will notify everyone when the cards have been loaded.

- Residential dining voucher usage
 - Survey results
Jenn B. shared the survey results for the residential dining locations. 4 of 7 participants surveyed the dining hall. 1 – The Food Hall @ Gator Corner and 3 – The Eatery @ Broward. The chart shows the average ratings for each category across both dining halls and comments.

Below is the average rating for each category across both dining halls.

	Overall Value	Customer Service	Speed of Service	Food/Drink Variety	Quality of Food	Cleanliness
The Eatery @ Broward Hall	4.7	4.7	4.7	4.3	4.7	4.3
The Food Hall @ Gator Corner	5	5	5	4	4	4

Below is a summary of the submitted comments, categorized into positive (pro) and negative (con) feedback.

	The Eatery @ Broward Hall	The Food Hall @ Gator Corner
Pros	<ul style="list-style-type: none">• Variety of drink options• Plenty of sauce & seasoning choices• Clean, bright, and well-designed space	<ul style="list-style-type: none">• Friendly staff• Little to no wait time• Variety of tasty food options
Cons	<ul style="list-style-type: none">• Some food stations are spread out, requiring exploration• Small TV menus make it hard to see meal options• Restroom cleanliness issues (grimy floors, spotted mirrors)	<ul style="list-style-type: none">• Some tables were dirty, requiring extra effort to find a clean spot

- Committee usage and feedback

Beth G. stated it took time to find seating at Broward. Visited during dinner time, approximately 5:00pm

Lisa H. visited Broward at 11:45am. It was difficult to find a clean table. Visited the allergen free station and found it to have minimal options and appeared unappetizing. Also visited the home cooking station and the food was cold.

Sarah B. had a pasta bowl at Broward and a pork bowl at Gator. Visited both during lunch at approximately 1pm. Enjoyed both.

Daryl B. liked the study hall aspect at Broward. Attractive option. Was impressed.

Beth G. also commented she liked the study hall aspect at Broward.

Nyla P. stated she took her roommate to Broward. Both enjoyed the food and atmosphere. Find a table was difficult.

Courtland T. asked what they could do to get you to be repeat customers.

Sarah B. mentioned she typically brings her lunch. While she enjoyed the dining halls, it is too much food for her at lunch.

Beth G. asked if take out is an option. Courland responded yes, however it is either/or.

Daryl B. mentioned value is important.

Keerthana M. mentioned she did not see a lot of options for people with dietary restrictions. Would like to see more.

Lisa H. said she is not looking for a full meal at lunch. Willing to do something smaller.

Jessie F. stated she likes a heartier meal at lunch, however, working at SWRC, there are time restraints when commuting to central campus for lunch.

Nyla P. thinks about the cost with dining out, and as a senior living off campus, cooks more meals at home.

VI. "Last 5 Minutes"

Courtland T. asked the group to think about if the right platform is in the right place.

Beth G. asked if the eggplant dish served today in the dining halls? Really enjoyed it. Kristy V. said it was being added to the catering menu.

Keerthana M. stated she would be more inclined to go to the dining halls if offerings were like the eggplant dish.

Kristy V. asked the group their opinion on what the allergen station is lacking? Lisa H. and Jessie F. commented on the allergen station appearance not being appetizing. Lisa H. also stated the menu sign was

difficult to see. Beth G. mentioned the old station at Broward looked like there were more options. Jessie F. mentioned the fried tofu bits were very sticky.

Beth G. took her husband to Broward. He enjoyed the all-beef hotdog station.

Solange D. was impressed with the food but would really like a soup and salad option.

Robin S. thanked everyone for using the dining vouchers. These conversations are important.

VII. Adjournment

After no additional questions, comments, or concerns, Jessie adjourned the meeting at 12:58 p.m.

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Next meeting March 26, 2025, 11:30am – 1:00pm, Reitz Union, Room G320