

FOOD SERVICE ADVISORY COMMITTEE MEETING
3/26/2025
Reitz Union, Room G320
MINUTES

Attending:

Daryl Bish
Riley Brazeau
Sarah Brunnig
Solange Douglas
Jessie Furman
Beth Gankofskie
Tara Hollow
Lisa House
Dwayne Isaacs
Matthew Mueller
Chad Roth

Matthew Williams
Aneesh Chatrathi
Carolina Calonge
Justin Nikpour
Nyla Pierre
Brian Dagnall w/Florida Fresh Dining
Courtland Thomas w/Florida Fresh Dining
Jenn Banfield
Danette Loyd
Hana Prudilova McNeal
Robin Stewart

I. Call to Order

Jessie Furman called the meeting to order at 11:54 a.m. following lunch provided by Palm & Pine Catering.

II. Review/Approval of Minutes

The minutes of the February 27, 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:

- Florida Fresh Dining
 - o Introduced LTO's (limited time offers) available March 24 – April 6 at various retail locations.
 - o Also introduced new "Swipe Plus" events. For an additional up charge of \$10, diners were able to enjoy a Shrimp Boil on March 6th and 25th at both the Eatery @ Broward and the Food Hall @ Gator Corner.
 - o Faculty & Staff Appreciation Days are being held every Friday through April 25th. Please enjoy an all-you-care-to-eat lunch for \$9.00 at both the Eatery @ Broward and the Food Hall @ Gator Corner.
 - o Reminder of the Gator Market today on the North Lawn of the Reitz Union. FFD will be featuring smoked brisket sandwiches and funnel cakes.
- Pepsi
 - o Pepsi has purchased the Poppi line of soda featuring prebiotics and apple cider vinegar. Poppi will replace the Soulboost line of beverages.
 - o Participated in the Gatorade NIL event on March 25th, with an appearance by UF gymnast Sloane Blakely.

- Pepsi will be providing product sponsorship support to UF's Business Opportunity Fair on April 30th.
- Canteen
 - Canteen Smart Market sales for the current academic year are up by 3.5%. The Cancer/Genetics location leads the way in total units sold this year.
 - Canteen will also be supporting the UF Business Opportunity Fair by providing snacks and samples for attendees.

Dwayne I. gave a shout out to Florida Fresh Dining. Appreciates their partnership with the Reitz Union.

Justin N. mentioned he attended the Gatorade NIL event, and it was fabulous.

Carolina C. asked to include residence Halls for the expanded vending/smart markets. Robin S. mentioned continued conversations regarding this can be included in the upcoming IRHA meeting.

Beth G. asked who is responsible for the self-service kiosks. Matt M. mentioned they are programmed by the dining team.

IV. Old Business

- Dining location project updates

Matt M. provided project updates including new concepts and refreshes.

- Camelia Court Café at the Harn will close in 2 -3 months due to exhibit expansions
- A new concept is being developed for the Levin Law School
- Burger 352 closed after Spring Break, Sonic is coming soon
- The Paper Bag Deli will be replacing Sweetberries at Newell Hall
- Cravings is evolving to an international food hall concept
- Contractual refreshes include HUB Chick-fil-a, Marston Starbucks, Panda in the Reitz Union

Solange D. asked if the refresh at the HUB Chick-fil-a will be enhanced to better serve customers. Matt M. responded yes.

Beth G. asked if ghost kitchens have been considered. Matt M. commented yes and to possibly include locker concepts. These are ongoing conversations. Smaller mobile units are also being considered that move around campus.

- Pouring Rights/Beverage ITN

Robin S. mentioned we are 7 months into the ITN process which is ongoing. Hope to share more at the next meeting.

V. New Business

- Retail Dining Voucher usage: Reitz Union locations

- Survey Results

Jenn B. gave a brief overview of the survey results as shown in the following charts.

February/March - Reitz Union

Total # of Surveys (as of 10:00am on Wednesday, March 26): 10

7 participants visited Cabo Mexican Grill @ Reitz Union

3 participants visited Panda Express @ Reitz Union

	Overall Value	Customer Service	Speed of Service	Food/Drink Variety	Quality of Food	Cleanliness
Cabo Mexican Grill	3.00	3.57	4.00	3.14	3.14	5.00
Panda Express	4.33	4.00	4.00	4.67	4.33	4.33

	Cabo Mexican Grill @ Reitz Union	Panda Express @ Reitz Union
+	<ul style="list-style-type: none"> The food was well-prepared and presented. The Cabo Bowl and guacamole were fresh, with a good variety of toppings. Chips were crunchy and delicious. Friendly and responsive customer service, especially in assisting with kiosk ordering. Kiosk ordering was convenient for some.* Clean facility. Plenty of seating available, even during peak hours. 	<ul style="list-style-type: none"> A staff member was polite and apologetic about delays. Customers generally enjoy Panda Express and its variety of choices.
-	<ul style="list-style-type: none"> Some customers found the food bland or plain. Portion sizes were too small for the price. Spiciness of salsas was inconsistent and unexpectedly intense. Rice quality was disappointing. Guacamole was expensive for the small serving size. Many found Cabo to be more expensive than competitors like Chipotle. Customers would prefer lower prices for smaller portions. The atmosphere was described as bland and not an appealing hangout spot. <ul style="list-style-type: none"> Walls were empty, making the space feel dull. Some customers preferred the atmosphere at Orange & Brew over Cabo. First-time users found it confusing and clunky. Some menu prices were not clearly displayed. Unclear instructions for cheese removal options. Drinks and side items were brought out much later than main dishes. 	<p>Overall, improvements in service speed, portion consistency, and managerial conduct would enhance the dining experience.</p> <ul style="list-style-type: none"> The Kung Pao Chicken was spicier than expected compared to other locations. Mushroom Chicken had an unusual creamy gravy-like sauce, differing from the usual preparation. One customer had to request their egg roll after it was forgotten. Receipts were not printed or offered automatically. Service was slow due to staff multitasking. A manager loudly directed staff members and took food without a visible transaction, which seemed unprofessional. The serving area could be kept cleaner.

○ Committee usage and feedback

Daryl B. stated from a faculty perspective, he found the environment at Cabo uninviting and would not bring guests to this location

Lisa H. commented she would not bring guests. Cabo has an odd layout and did not feel comfortable to sit and talk for a lunch meeting. Would not go back.

Courtland T. mentioned a register had been added as alcohol cannot be purchased using the kiosks. Lisa H. said she was unsure how/where to order alcohol.

Matt M. mentioned Cabo is a shared space with the Reitz Union. Went with furniture that can easily be moved around. Working towards making the space more inviting.

Dwayne I. stated the next step is to create the environment now that alcohol has been added. Can envision wonderful opportunities for improvement. Will cost too much to remove the stage. Sees a lot of students using the space for studying rather than eating. The overall use is different between afternoon and evening. Love the feedback. Can be fixed/improved upon.

Solange D. said she welcomes the opportunity for herself and her team to meet and discuss usage opportunities.

Jessie F. mentioned she visited both Cabo and Panda. At Cabo, she found it challenging to place an order using the kiosk and deciding what to spend. Was unable to order a cup of water. The only option was to purchase bottled water. Have visited local Panda's 16 times in the last two years. The food at the Reitz Union location was drastically different and would not return. The level of expectations off and on campus should be the same.

Lisa H. also had kiosk issues at Cabo and found the cost for small portions to be high.

Beth G. had difficulty with paying at the kiosk in Cabo and had to wave down a staff member at the back of house for assistance as no front of house staff were present. Found that you cannot take alcohol into the adjacent game room.

Robin S. stated that spaces need to be defined and suggested perhaps creating soft barriers, while also emphasizing the importance of keeping the conversation ongoing.

Beth G. found better value eating at Arredondo vs. Cabo.

Robin S. stated she would like to see Cabo as a second good option for those who typically go to Arredondo.

- Next Dining Voucher: Non-Starbucks coffee shop (\$15)
Robin S. asked everyone to visit a non-Starbucks coffee shop (Mi Apa, Beans & Bytes, Einstein's or OPUS) and try any menu item before our next meeting on April 16th. Please complete the survey. We appreciate everyone's feedback.
- Coffee Shop Discussion
Robin S. mentioned the Starbucks at the HUB will transition to a Peet's Coffee. What would it look like? What would the food options be and what are your expectations?

Courtland T. stated they are considering producing food in-house.

Dwayne I. would like to see good taste, convenient, fast, and affordable.

Nyla P. would also like something that tastes good, is fast, and affordable.

Matt W. stated Peets would be fantastic, consistent, and better tasting. Love to see better sustainability.

Matt M. asked if we should consider a possible grab and go concept or donuts.

Solange D. suggested a quick, self-serve option. Perhaps have small pastries and croissants.

Justin N. suggested quick food options to go.

Courtland T. stated they are proposing kiosk and mobile only options to better concentrate on back of house for quicker service.

Nyla P. said she likes the kiosk aspect, however, at times she wants something very specific, which would require counter service.

Dwayne I. said it is important to know the demographics. Savvy shoppers will spend for good quality.

Lisa H. commented she likes Starbucks customization on mobile ordering.

Dwayne I. doesn't view brand loyalty as a concern, as most people prioritize coffee that tastes good and is reasonably priced.

VI. "Last 5 Minutes"

Aneesh C. invited committee members to make any additional comments at this time.

Jenn B. reminded the group that the 2025 dining survey closes on Friday. Will send out a reminder.

Carolina C. asked if Boba is going to be permanent. Perhaps add to Peet's location. Would also like to see chai tea options and bagels.

Nyla P. also would like tea options, including the ability to add syrups.

Matt W. stated in the fall the [UF Joint Sustainability Committee](#) asked for an update on campus dining sustainability. In February Maddie Kowalewski provided a short presentation highlighting Florida Fresh Dining sustainability projects. The committee was impressed and encouraged to hear about 1) sustainable procurement dashboards (eggs, seafood, coffee); 2) local produce purchases reaching 12% of total produce spend; 3) local companies in retail locations; 4) waste avoidance and reduction; and 5) sustainability education programs. They were surprised to learn of some of the projects they hadn't heard about in other communications and encouraged continued growth of measurable sustainability improvements in dining.

VII. Adjournment

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

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Next meeting April 16, 2025, 11:30am – 1:00pm, The Food Hall @ Gator Corner