

FOOD SERVICE ADVISORY COMMITTEE MEETING
12/2/2025
JWRU Room 3320
MINUTES

Attending:

Daryl Bish
Riley Brazeau
Sarah Brunning
Sydney Fayad
Krystal Felix
Jessie Furman
Beth Gankofskie
Grace Haller
Lisa House
Maya Idiculla
Dwayne Isaacs

Brian Kelley
Samuel Mento
Matthew Mueller
Chad Roth
Logan Saltzman
Robin Stewart
Jenn Banfield
Danette Loyd
Brian Dagnall/Chartwells
Courtland Thomas/Chartwells

I. Call to Order

Jessie Furman called the meeting to order at 11:50 a.m. following lunch provided by Palm & Pine Catering. Jessie F. welcomed new attendees followed by brief introductions.

II. Approval of Minutes

The minutes of the November 12, 2025, meeting were approved as submitted by unanimous vote.

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

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

- *Florida Fresh Dining*

- Palm and Pine hosted over 100 guests at their holiday open house on November 20th. The event featured new light bites, desserts, and mocktails include a “cold” hot chocolate.
- Courtland T. will be hosting meal plan focus groups on December 3rd to gain insights from students surrounding the Fall 2025 meal plans.
- Matt M. asked Krystal to give details regarding the Exam Week Meal Deals. Krystal F. explained UF Student Senate in collaboration with Florida Fresh Dining and Business Services will have Exam Week Meal Deals for students December 6th – 12th. Students can get a sandwich, fruit, and a bottle of water for \$7.25. This initiative will help alleviate the stress of finding meals while studying at late hours for students. In addition, Honey Nitro will be coming out on December 8th from 7:00pm – 11:00pm and the Mental Health Ad-Hoc from senate will be hosting a wellness event.
- Dwayne I. thanked Florida Fresh Dining for having a location open during Thanksgiving week closure period.

- *Pepsi*
 - Pepsi is collaborating with Florida Fresh Dining to place their new Discover fountain machine in resident dining locations. It supports 8 brand flavors as well as 4 flavor shots for the ability to customize beverage experiences.
- *Canteen*
 - Overall snack vending sales for the first four months of the current fiscal year are up 15% from the same period last year.
- *Celsius*
 - Celsius is supporting numerous UF activities via its corporate partnership with UF and with its team of UF student ambassadors.

IV. Old Business

- *Student-only meeting notes*
 Jessie F. mentioned the student-only discussion following the last meeting focused on Arredondo and B'z Gelati.

V. New Business

- *Retail dining voucher usage: Location of choice*
 - Survey results
 Jenn B. gave a brief overview of the survey results, noting that overall feedback was positive. The Paper Bag Deli received the highest engagement with four completed surveys. The Nosh Spot, Cabo, Hala Shack, B'z Gelati, and Choolah each received one completed survey.
 - Committee usage and feedback
 Positive feedback for the Paper Bag Deli from multiple committee members included quick service, generous portion sizes, reasonable price point, and the option to purchase smoothies. Areas of concern noted were the reluctance to accommodate bread substitutions and the quality of certain offerings compared to other Gainesville locations; however overall feedback remained positive.

Additional feedback was received regarding other locations:

- The Nosh Spot: Members noted that only Pepsi and Diet Pepsi were available; additional beverage options would be appreciated.
- B'z Gelati: Some found the order kiosk confusing to use.
- Choolah: Members reported very helpful staff and overall positive experience. Maya I. expressed excitement to try Choolah after hearing positive feedback from UF's Indian community.
- Dwayne I. noted improvements at Cabo compared to last year, highlighting enhancements in overall aesthetics and menu offerings.

- *Next dining voucher*

Jenn B. noted that each committee member will receive two meal swipes for use at the residential halls. The swipes will be available beginning December 4, 2025 and members are asked to use them and complete the survey no later than January 26, 2026.

Matt M. mentioned the dining halls are open through December 12, 2025 and will reopen on January 8, 2026.

- *Future project concepts on campus*

Courtland T. mentioned Florida Fresh Dining's overall goal is to engage the campus community on new dining concepts.

The Health Science Center Panda Express location is slated for a mandatory refresh. Consideration is being made as to whether we move forward with the refresh or consider a new concept. Concepts under consideration include Copperhead Jacks (internal Chartwell's concept), Lime Fresh Mexican Grill, Qdoba Mexican Eats, and Cabo Mexican Grill (another internal Chartwell's concept).

Robin S. mentioned the overall cost to refresh the Panda Express at HSC may not be recouped through sales.

Jessie F. noted as an employee, she considers how long the line is and if she sees customers standing and waiting, she may be skeptical about going if it seems the wait will be too long.

Dwayne I. mentioned name recognition is not necessarily a deal breaker. Has been to a Lime Fresh Kitchen. If the product is good, customers will buy it.

Beth G. mentioned when deciding on a concept for HSC you have different types of customers to consider including families of patients, staff, and students. Speed is a necessity then price and quality.

Courtland T. suggested a "ghost kitchen" where options could rotate; however, it could not be a national brand.

Maya I. said students are more likely not to go if they do not recognize the brand.

Robin S. mentioned name recognition may be needed to get customers past Starbucks, Chick fil a, etc.

Darryl B. asked why a "ghost kitchen" and Courtland T. responded they would have the flexibility to create and change menus and have more control over price points.

Courtland T. mentioned they are considering a Dunkin Express in Broward Market and Maya I. commented it would be an immediate success! Especially with their price point being better than Starbucks.

Courtland T. stated it would be a limited full menu consisting primarily of coffee and donuts and would be full service. It is a tight space and would not be able to accommodate seating.

Krystal F. most customers would be grab and go, and if seating is needed customers could sit outside.

Courtland T. asked about mobile ordering and Maya I. believes it would drive customers away. A kiosk would be good.

Other concepts being considered across campus include Arby's, MOD Pizza, Sbarro, Cinnabon, and Auntie Anne's.

Several committee members did not feel Arby's would be a good option.

MOD Pizza is a build your own similar to Blaze Pizza.

Price point and location are key.

Auntie Anne's and Cinnabon go towards the snack need on campus while Sbarro is mall pizza.

Several committee members were excited about the possibility of Auntie Anne's as it brings them back to a favorite childhood treat and would go.

VI. Last 5 Minutes

Krystal F. asked committee members if they had any additional thoughts before adjourning.

Lisa H. would like to see more snack options.

Dwayne I. asked what is going to bring students in the new residence halls to the Reitz Union?

Robin S. mentioned that Jimmy John's is also under consideration to bring to campus.

Jenn B. reminded everyone to use their vouchers beginning December 4th.

Courtland T. mentioned that Late Night Breakfast is tonight from 9pm – 11pm at Broward and is Wicked themed. Cost is \$12.00 or a meal swipe.

VII. Adjournment

After no additional questions, comments, or concerns, Jessie F. adjourned the meeting at 12:52 p.m.

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Spring 2026 meeting dates

January 29, 2026, JWRU 3320
February 17, 2026, JWRU 3320
March 26, 2026, JWRU 2355
April 13, 2026, JWRU 3320