

FOOD SERVICE ADVISORY COMMITTEE MEETING
4/13/2026
JWRU Room 3320
MINUTES

Attending:

Daryl Bish
Sarah Brunning
Carolina Colange
Solange Douglas
Krystal Felix
Jessie Furman
Dwayne Isaacs
Brian Kelley
Michelle Marino
Samuel Mento

Matthew Mueller
Hope Nelson
Hana Prudilova McNeal
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 12:19 p.m. following lunch provided by Palm & Pine Catering.

II. Approval of Minutes

The minutes of the February 17, 2026, 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. Some highlights worth noting included:

- Celsius Formula 1 activation event (4/1 – 4/3)
- Joyful/Impactful event on the North Lawn (4/9); included food, games, giveaways, etc.
- Upcoming new Orange & Blue BBQ legacy event on the North Lawn (4/20). Open to all meal plan holders
- Lattera Collaboration and Activation event was sponsored in the Reitz Union. It is based at UF's Innovate HUB. The Lattera Wellness Station blends technology with wellness and fun. It is a sleek, self-serve system that brews premium coffee and super food lattes in seconds. The activation generated high student engagement, serving ~250-300 students in ~2 hours. There was strong student interest and campus support with preference for a Reitz Union and Library locations.

IV. Old Business

- *Student-only meeting notes*

Jessie F. commented that following the February meeting, students stayed and further discussed the following:

- Pop-up events
- Peets Coffee

- How healthy is determined and used in marketing strategies
- Nosh Spot in the Market in the Reitz

V. New Business

- *Florida Fresh Dining*

- Chartwells Employee Recognition

Courtland T. gave a brief overview of how employees are recognized.

- Birthday recognition – cards mailed or hand delivered
- Work Anniversaries
- You First Week – October 2025
- Hero Behind the Plate – Employee of the Month, recognized on social media
- Staff Events & Celebrations
- Employee Holiday Party – spouses and children are invited. Includes giveaways, etc.
- Wow Card Program – awarded to team members who go above and beyond. Cards can be redeemed monthly for a variety of prizes including meal vouchers, swag, vacation days, UF apparel, etc.
- Brian also mentioned managers are provided parking passes and paid training.

Jesse F. stated she loves the Wow Card program and asked how many have been given out. In response, Courtland T. stated they invested \$21,000 in associate recognition during FY24-25.

Krystal F. asked how feedback is received. Courtland T. said feedback is received in various ways including social media, surveys, email, etc.

Solange D. asked about non-forward-facing staff. Courtland T. said in these types of instances they rely on culinarians for feedback. However, they are continuing to develop.

Brian D. mentioned Richard Parham was the most recent Manager of the Month.

- *Pouring Rights ITN*

Robin S. gave a brief update on the Pouring Rights ITN process. It went out for bid Fall 2024 and was awarded to Pepsi and Celsius in June 2025. During contract negotiations the UAA decided they wanted to separate from UF and UF Health and obtain contracts independently. Because of that separation we had to go out for rebid. The process was accelerated and focused on service and financial deals. Would like to announce an award following the June Board meeting. A letter of intent was executed which extends the previous contract while negotiations are ongoing.

Sarah B. asked how much the contract is worth and in response Robin S. stated it is worth \$45 million over ten years. Due to potential financial gain is why the UAA wanted to go out on their own in order to help fund NILs.

- *Food Service Master Plan*

Robin S. mentioned we have contracted with the consulting firm, Envision Strategies to guide the Food Service Master Plan process. Our last plan was in 2019. It is a good time to bring it back to life to ensure our dining programs align with housing.

Our focus is the dining capacity at The Eatery @ Broward and The Food Hall @ Gator Corner. Matt M. stated it is important that we are looking at trends and needs in the next 5+ years.

Brian K. shared housing is adding 2200 beds by 2029.

Robin S. stated Tolbert (900 beds) did not go offline which is in addition to the 2200 beds and why we need to look quickly at Gator Corner or explore the possibility of a third dining hall.

Carolina C. said she has gone to housing conferences. Most recently she visited GSU in Georgia and they had more food stations in the dining hall.

Dwayne I. commented that GSU dining halls may look different, however, you need to look at the campus as a whole and what is offered. Don't just focus on the dining halls.

Robin S. also mentioned you need to look at whether the meal plan program is mandatory.

Robin S. also mentioned she asked the consultants to look at peer benchmarking and let us know where we fit.

Solange D. stated she is excited to see where research leads to. Very integral. Think about GenAlpha, experiences and friend groups.

- *Summer Projects and New Housing Complex Updates*

Matt M. stated it is better to include dining concepts into housing plans prior to construction rather than after the fact. It could also be a great opportunity to include new dining technology.

Matt M. shared three upcoming summer projects with the committee.

- HSC – Rather than completing a Panda Express refresh the design was made to change the location to a Jersey Mike's.
- Turlington – Replacing Firehouse Subs and B'z Gelati to a Cinnabon/Auntie Anne's/Carvel concept.
- Broward Bites is being considered for a new coffee shop concept.

Carolina C. asked why B'z Gelati is changing to a Carvel? Matt M. responded that Carvel is under the same brand umbrella as Cinnabon and Auntie Anne's.

Robin S. asked the group what they would like to see at Broward Market?

Krystal F. and Carolina C. both said they would like to see some sort of quick concept. Carolina C. continued with it should be something that brings people back.

Courtland T. asked, "If not a market, then what?"

Carolina C. suggested an extension of Century Café, mobile ordering only.

Courtland T. asked, "Are we brand loyal? Is it necessary for the space?"

Jessie F. asked, “What do you think about most when you have been away from campus or home? What do you want to see?”

Solange D. stated she would walk across campus for Bustelo.

Courtland T. said Bustelo is more like grab-n-go.

Carolina C. said a grab-n-go breakfast with availability until noon would be a good option.

- *Retail dining voucher usage: True Burger, Century Café, and Mac Shack*
 - Survey results

Jenn B. provided a brief summary of the survey results. Overall, the feedback was positive, based on the eight surveys received.

 - Century Café

Carolina C. reported that she visited with a friend whose chicken sandwich was cold in the center. Carolina indicated that her own meal was satisfactory. She also purchased the pistachio coffee on two separate occasions. While the first experience was positive, the second did not meet expectations, which may indicate a potential quality control issue.

Many respondents commented that the to-go containers and bags were excessively large for food ordered.
 - True Burger

Mixed ratings were received for True Burger. There were long wait times.

Hope N. commented the food was good, however, they did not have all toppings as promised. Bun quality was less than. There is no covered seating, and the small space was very crowded.

Daryl B. considers it a grab-n-go option. Wait times were long. It was good but not great.
 - Mac Shack

Carolina C. said she enjoyed her meal from Mac Shack. There was not a lot of traffic during peak times. Would go back.

Sarah B. commented the serving size was large and had enough for two meals.

VI. Last 5 Minutes

Sarah B. asked if Broward is typically at capacity? Matt M. commented it is busiest during lunch and continues through the first couple of months of the semester. You can find many single visitors sitting alone at four top tables. There is a possibility of expanding outside for additional seating.

Robin S. recommended considering pre-packaged allergen-free offerings and Taste of Home concepts as potential additions to Broward Bites.

Courtland T. stated Florida Fresh Dining is always looking at what new technology can be utilized for different concepts.

Krystal F. would like to see Honey Nitro canned drinks on campus. Robin S. responded that due to pouring rights exclusivity that could not be an option.

With this being the final meeting of the semester, Jessie F. acknowledged the students who served on the committee this year as well as the faculty and staff who completed their three-year terms. Everyone's participation and feedback was appreciated and valued.

Robin S. thanked Jessie and Krystal for their leadership as well as the Business Services team.

VII. Adjournment

After no additional questions, comments, or concerns, Jessie F. adjourned the meeting at 1:29 p.m.

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Thank you!