

Fleming College  
Foodservice Advisory Committee

Frost Campus, March 14, 2014

## Meeting Notes

In Attendance:

Mark Murdoch, Foodservices, Michael Wood, ARAMARK, Barb Gallant, ARAMARK, Tania Clerac, Faculty and Sustainability, Jenna Stephens, FSA

1. Follow items from last meeting. Michael Wood reported:
  - Need 2 cashiers at busy times
    - o New staff member was hired and breaks rearranged to keep 2 people on
  - Some undercooked/raw foods
    - o Reviewed and worked with staff on temperature control methods
  - Improved rotation on salad bar, want more vegetable choices
    - o Beats, grilled root vegetables, green beans, all added to the rotational
  - Don't close pan geo's between 10:30 and 11
    - o It is now open till 11am
  - Staff need more of a sense of urgency
    - o Some training has happened but we'll need more to continue improving staff efficiency and speed of service
2. Tim Hortons Update: The College Administration has reconsidered its earlier position regarding Tim Hortons. FSA will work through Mark Gray to determine the feasibility of placing a Tim Hortons in the Auks Lodge.
3. A number of Key Performance Indicators related to sales, average cheque and transaction count were reviewed. A copy of the presentation is attached.
4. Mark Murdoch reported on Travis Doak's behalf on the results of a survey conducted with Frost Campus Residence students in the fall of 2013. A copy of the talking points are attached.
5. Mark Murdoch reported on Travis Doak's behalf that a meal plan that will be put in place for the fall term 2014 and the mandatory meal plan that will begin in the fall of 2015, for the Sutherland Campus.
  - a. The development of the meal plan is supported by nutrition and mental health research.
  - b. The fall of 2014 will provide a soft launch of the meal plan, pending final approval by ELT late March.
  - c. We should look for a better word than "mandatory."
  - d. Evening hours will be extended until 8 pm (at least) Monday through Thursday, with one or two of those nights being in the Steele Centre.

6. Tania Clerac reported on behalf of the Sustainability Office:
  - a. The Frost campus is going to explore indoor verma-culture
  - b. The default to china dishes is not as consistent as required.
7. Mike Wood reviewed a number of changes and developments that have taken place in direct response to previous meetings:
  - 1) Nov 12 meeting – customers wants trays – we put them out
  - 2) Sept 2013 meeting – frost – breakfast items to greasy – yogurt/granola bar put into place, fresher sliced fruit added as well
  - 3) Sept 2013 – issues with LCD's not working - corrected
  - 4) Sept 2013 – kawartha grill closing time of 3:30 not right – changed to 7pm closing
  - 5) Sept 2013- Lunch feedback – no whole wheat/gluten free options at Panini Station – new breads brought in and made on site to ensure we have the options
  - 6) Nov 2013 – Signage needed at Cashiers indicating 2 lines at each station – these are out
  - 7) Nov 2013 – Dish collection locations at both campus – put out Feb 2014
  - 8) Nov 2013 – Hot meal option required at night – 3 nightly options now at Breaktime
  - 9) Nov 2013 – need to bring awareness of marketing initiatives – we've connected with Laura Gunning and ???, we're sending out more consistent and relevant Email blasts, fleming zone updates, twitter/facebook at both Aramark and fleming. SA contacts were gotten to assist with distributing information to them.
  - 10) December 2013 Submit your recipe contest – done in January
  - 11) Dec 2013 – More awareness around Gluten Free/Dairy Free/Etc – Large posters, stickers at each station to identify what station has that, training provided to staff for awareness
  - 12) Chicken on Salad bar - done
8. Other business:
  - a. The distribution of dish collection bins is proving a challenge as there is limited or no space available to locate the collection points. Effective signage will be required. Mike should connect with Randy Prentice on these items.
  - b. A better job of source separation is required. Contamination is very high. What is being done within facilities and with GDI to improve the situation.
  - c. More attention to detail and proper food labels are required at the Panini station.
  - d. The extra cashier at rush times has reduced lines.
9. Next meeting – TBD
  - a. Summer service model.

## **Lunch Feedback**

### **Respondent 1:**

**What did you have?** Chicken Pesto Panini with grilled chicken and gumbo soup

**Why did you pick this item?** Nothing else struck my fancy.

**Have you had it before?** Yes

**In your perception, at the station you were served at:**

**Has service improved?**

The staff are clearly more comfortable and capable in their roles.

**Was the food better?**

Improved selection. Soup was a little cool.

### **Respondent 2:**

**What did you have?** Grilled Chicken Panini

**Why did you pick this item?** I like the Pannini station as it is the healthier and less greasy choice compared to the other stations and if I get lunch I like to get something that I usually don't make at home.

**Have you had it before?**No

**In your perception, at the station you were served at:**

**Has service improved?**

Service was the same as usual. The lady that serves at this station is usually quite friendly.

**Was the food better?**

The panini selection has definitely improved over the last months. There is more choice and the paninis offered are not only the standard ones. Specifically the vegetarian options have improved.

## KPI Slide Show

### Food at Fleming Year over Year Sales

	2013	2014	Change
Brealey Eats	254394	246686	-3.0%
Tim Hortons	368453	382605	3.8%
Brevertime	157706	185404	17.6%
Residence MP	86242	92758	7.6%
Vending	37717	33466	-11.3%
<b>Brealey College Total</b>	<b>780553</b>	<b>814695</b>	<b>4.4%</b>
Steele Centre	198874	188918	-5.0%
<b>Brealey Total</b>	<b>979427</b>	<b>1003613</b>	<b>2.5%</b>
Origin Café	313350	324900	3.7%
Vending	26502	21527	-18.8%
Kawartha Grille	44686	48405	8.3%
<b>Frost Total</b>	<b>384538</b>	<b>394832</b>	<b>2.7%</b>
McRae	39325	38973	-0.9%
Haliburton	22695	23276	2.6%
<b>College Total</b>	<b>2206538</b>	<b>2275389</b>	<b>3.1%</b>

### Food at Fleming Year over Year Transaction

	2013	2014	Change
Brealey Eats	47551	44368	-6.7%
Tim Hortons	113370	113870	0.4%
Brevertime	45188	48919	8.3%
Residence MP	10972	11984	9.2%
<b>Brealey College Total</b>	<b>217081</b>	<b>219141</b>	<b>0.9%</b>
Steele Centre	32337	30872	-5.1%
<b>Brealey Total</b>	<b>249418</b>	<b>249513</b>	<b>0.0%</b>
Origin Café	71869	70021	-2.6%
Kawartha Grille	7059	7149	1.3%
<b>Frost Total</b>	<b>78928</b>	<b>77170</b>	<b>-2.2%</b>
McRae	10972	10782	-1.7%
Haliburton	7350	7484	1.8%
<b>College Total</b>	<b>563749</b>	<b>564090</b>	<b>0.1%</b>

## Food at Fleming Average Cheque

	2013	2014	Change
Brealey Eats	\$ 5.35	\$ 5.56	4.0%
Tim Hortons	\$ 3.25	\$ 3.36	3.4%
Bre ktime	\$ 3.49	\$ 3.79	8.6%
Residence MP	\$ 7.86	\$ 7.74	-1.5%
<b>Brealey College Total</b>			
Steele Centre	\$ 6.15	\$ 6.22	1.1%
<b>Brealey Total</b>	<b>\$ 6.15</b>	<b>\$ 6.22</b>	<b>1.1%</b>
Origin Café	\$ 4.36	\$ 4.64	6.4%
Kawartha Grille	\$ 6.33	\$ 6.77	7.0%
<b>Frost Total</b>			
McRae	\$ 3.58	\$ 3.61	0.8%
Haliburton	\$ 3.09	\$ 3.11	0.6%
<b>College Total</b>			

## Food at Fleming Sales by component

	2013	2014	Change
Café	1619392	1703495	5.2%
Catering	61367	90213	47.0%
Vending	73442	64814	-11.7%
<b>Total</b>	<b>1754201</b>	<b>1858522</b>	<b>5.9%</b>

# Frost Residence Survey Talking Points

- Survey conducted in the fall of 2013, 63 responses (about one third of the community), 59% male responses
- 51% have a meal plan, more than at Sutherland Campus
- Three most frequent comments
  - Price
  - Hours
    - evenings
    - weekends
  - Quality
- Fairly high participation rate at 58%
- Numerous comments related to service, quality, price, which have been shared with Aramark
- Input related to marketing efforts and interest in meal plans
- 88% rated the staff as friendly or helpful