

Fleming College
Foodservice Advisory Committee

Brealey Campus, December 3, 2013

Meeting Notes

In Attendance:

Mark Murdoch, Foodservices, Pierre Overvelde, ARAMARK, Deanna Nelson, ARAMARK, Martin Vanden Anker, ARAMARK, Amanda Gray, International Students, Mark Gray, Student Services, Rob Arkell, Sustainability Office, David Sallis, Sustainability Office, Chris Smith, SAC, Jennifer Wight, SAC

1. Martin Vanden Anker was introduced as the new Executive Chef for ARAMARK.
2. David Sallis of the Sustainability Office was introduced. His current focus is on waste diversion and composting.
3. Pierre Overvelde discussed a number of follow up items from the last meeting. Notes attached.
4. Will there be an opportunity for students to provide input on the web page?
5. There was some very positive feedback regarding recent catering in the Steele Centre. SAC would like to put a student focused program together that will allow SAC to sell a room and food solution. ARAMARK will support that effort.
6. Tim Horton has made several menu changes:
 - a. Meal combos will now be ordered by number, rather than by individual components, to help speed up service
 - b. A new hash brown has been introduced
 - c. Turkey sausage will be added to the breakfast menu
 - d. The Italian sandwich has become a regular item.
7. Aramark was pleased to report that in the last year, through three inspection by the Health Authority at each location, there has not been a single violation or infraction. Think of it as scoring 100% on 66 tests in a row.
8. The committee meetings have moved to a format that includes lunch, before or after the meeting. In addition to being a little "thank you" for your participation, it also provides an opportunity for members to test the food and service and report back. These observations are used by Aramark to continuously improve the services at Fleming. Last month only ONE reply was received. Please be more diligent in responding the the survey questions following the meeting.
9. Over the past week ARAMARK conducted 112 intercept surveys of current foodservice customers. As the work was just completed on Friday, a comprehensive summary of the findings was not yet available, but early indications were that the prior comments related to; price, a positive response to the selection of items available, later hours are required at

- Brealey, local food is preferred, but customers are not willing to pay extra for it, and dietary issues. The sustainability office would like to add a question to the next round of intercept surveys.
10. Housing recently conducted an on-line survey for residents. There were about 200 responses. A more complete report will be available in January.
 11. Last week ARAMARK hosted a Local Food Day at Frost and Brealey campuses. The events were well received and helped highlight what steps are being taken to increase the use of locally grown or produced items. Local potatoes, mushrooms, ice cream and chicken were featured. The sustainability office would like to participate in future endeavors. An effort should be made to connect with the Sustainable Agriculture program.
 12. Pierre has been hosting a weekly Director's Roundtable for the past three weeks. At a table set up near the servery he answers questions for students, staff and faculty. Notes for the first three meetings are attached.
 13. Comments and discussion:
 - a. Create better awareness of the two sided cash stations to improve service speed
 - b. Hours of operation are a concern. Brealey Eats closes too early, especially this late in the semester when students are spending more time on campus.
 - c. China must be the default at all stations. Collection bins across campus may help improve the uptake of china.
 - d. More gluten free and dairy free choices need to be available.
 - e. We need to do a better job of celebrating what we do well.
 - f. ARAMARK has shown solid support of the STARS initiatives
 - g. The staff is always friendly and helpful.
 - h. There is good support of sustainability goals.
 - i. The services available through catering are professional and effective
 - j. There is better leadership at the service stations, resulting in better and more consistent service.
 14. The Holiday Lunch will be served at the four campuses with foodservice facilities on Thursday December 12. A full meal, with dessert and beverage will be \$10, tax included. The entre only will be \$9 tax included. Aggressive marketing will be required to make this successful.
 15. Holiday hours were confirmed as discussed at the last meeting. Effective communication including an explanation why Tim Hortons is closed should be provided. Attached.
 16. Other business. There may be an opportunity to further engage the Blue Box group to help with programs and/or events on campus.
 17. Lunch followed. Comments attached.

FSAC Meeting notes and action plan December 2 and 3 2013		
Concern	Action Plan	Completion
Brealey		
100% Health inspector reports since Aramark took over at Fleming	Need to message out this accomplishment	Jan 10 2014
Question about offering a Banquet package for functions to promote events	Develop packages that can be used to promote various events	Dec 13 2013
Local food days was a success. Would like to build on these events with other partners on campus	Work with Rob and Sustainability office to promote events	On Going
Line ups on either side of the till still not happening	Need to make a sign that hangs over the tills	Dec 13 2013
Hours of operation at Brealey eats needs to be reviewed	Will be reviewing the comments on the intercept surveys to get a better sense of what the students are looking for in hours	Jan 10 2014
Need to push China over paper	Will educate the staff to promote china first	On Going
Would like to develop a promotion around compost awareness	Will connect with the community living personaeel to involve them in a composting awareness campagin	Dec 13 2013
Pizza Pizza LCD image needs to be reworked on the big screen	Will remove the Image from the Screen until a new marketing piece can be developed to properly advertise the	Dec 6 2013
Comments on how inviting, engaging and friendly the staff are		n/a
Compliments on how nice the caterings are		n/a
Comments on how nice it is to have staff leadership at the stations		n/a
Need to educate the staff on why we have chosen to have Breaktime Open on the 23, 24 and 2, 3rd	Will communicate at pre shift meetings	On Going

Directors Table Notes		
Brealey Campus - November 13		
Question	Action	
1	When are We getting a McDonalds	None needed
2	We want to have a Subway on Campus	None needed
3	Need to have more job openings for Students	Good to know, will keep in mind when openings come available
4	Would like to have a Burger King on Campus	None needed
5	Price at Pita too expensive	Explained that the pricing is in line with franchise prices
6	Would like to see Gluten Free choices and no red Meat Choices	Introduced to Roy and Aron and explained the Bene Station and the gluten free options that are available
7	How do we make our Cream of Broccoli Soup so Thick	Aron explained a quick how to on soups
8	How does the Pasta Station Work	Aron and Roy explained to the customer
10	Where do you get your burgers from	Aron and Roy explained to the customer
11	What do you do for people with special diets	Aron talked to the student and explained that we can accommodate all requests
12	How healthy are Sun Chips vs. regular chips	Explained the nutritional labelling to the student and compared products
13	Can the hours in the cafeteria be extended	Explained that Breaktime is open later this year and informed of the new menu items starting on the 18th
14	Lemon water too expensive. Would like to see some different flavours	New flavours starting on the 18th.
15	Would like to see some new soups on the menu...Thai Chicken	Soup menu changed and new soups introduced.

Directors Table Notes		
Brealey Campus - Nov 20		
Question	Action	
1	What is better for you Sweet potato Fries or Normal fries	Sweet Potato fries are and excellent source of beta-keratine. Both are Vegetables and we use a Trans fat free oil for our application
2	Where does your Get the Good Stuff Food come from	We purchase from a company called Eating New Creations. The are biased out of Toronto
3	Can you switch your Bene to have a Caribbean Day	Yes We can. In January we will be coming back to new menus and we have a Theme day called Tropical Heat Wave. Keep your eye on the Marketing Calendar
4	What is the difference in menus between your franchise and non franchise menus	Our Franchise partners do not allow us to change the menus, whereas the non franchises we have the ability to do so.
5	Where did you get your pretzels from that were at your hummus sampling	The Pretzels came from Sabra and they are a regular item now for sale
6	Are Monster Drinks healthy for you?	Yes and No. It is important to read the nutritional labels when your unsure.
7	What can a Diabetic have to eat	Introduced the student to Roy and Martin and Aron. They explained our menus and our ability to alter for people with special needs.
8	What do you do with your left over food.	Explained our Food Fundamentals program to the student that reduces our waste on campus. From time to time we donate to the local food bank or Women's shelter.
10	Are you soups made daily	Yes we make all of our menus items daily.

Directors Table Notes	
Brealey Campus - Dec 3	
Question	Action
How is the Food Services going his year	None needed, promoted the marketing Calendar, the promotions, the Food at Fleming Web page and the menus this year
What time does the Christmas Dinner Start	Informed the student that it starts at 11:00am
When are the Noodle Bowls coming back	They were a test item and they went over very well. The Chef will have them on as a regular in the second semester
How after do your menus change	Our menus that we control change a few times a year. Opening, reading break, Christmas and spring break
The chicken cacciatore was great this time and last time	Brought the student over to Roy and introduced her to him as the person who makes the meals
Why Can't I use my Pizza Pizza gift card that I bought in the bookstore	Educated the student that the Point of Sale terminals are not the same as Pizza Pizza and the technology is different to process the cards

Lunch Feedback

Respondent 1:

- which day did you have lunch (Dec 2 or 3) – **Dec 3**
- what did you have – **Noodle Bowl**
- why you picked that item, - **new food item**
- your sense of value (had you paid), - **good value, quantity was large**
- the taste of the food, - **taste was good, I went with chicken broth and chicken. Found the vegetables were rather large.**
- food temperature - **good**
- any general comments or feedback – **container was rather hard to eat out of**

Respondent 2:

December 3rd at Brealey

-noodle bowl; veg stock/beef/veg/rice noodles with egg roll and drink

-new item; gluten free

-taste was somewhat bland for the noodle dish

-temperature was fine

-item came in large styrofoam container and noodles were buried in the bottom (lots of them though) and the veg and beef on top. As I ate downward I ended up with a half container of just noodles and broth and became somewhat uninterested in it. I would have liked the veg and beef to be integrated and mixed into the noodle-broth combo.

Also:

-it would have been nice to have been able to spice it up somehow (only tabasco sauce available)

-the egg roll took too long to deep fry from scratch; have a couple closer to ready to go (it was fine though)

-staff were friendly as always

Respondent 3:

- which day did you have lunch (Dec 2 or 3) **DEC. 3rd**
- what did you have **Noodle Bowl with beef/ Spring Roll**
- why you picked that item, **Featured Item and a change from the norm.**
- your sense of value (had you paid), **Average Value, few veggies, lots(too many) noodles. Added spring roll was expensive**
- the taste of the food, **Taste was bland (limited seasoning was detected beyond a light broth**
- food temperature **Food was hot!**
- any general comments or feedback **Vessel was challenging to eat from and mix contents, hot sauce or additional seasonings would be a nice touch.**



Proposed Holiday Hours of Operation

Brealey Eats

Dec 16-Jan 6



Monday to Friday
Saturday Dec 21
Mon January 6th

10:30am-1:30pm
Closed
Reopen 8:00am-3:30pm

Tim Hortons



Monday to Friday
Saturday Dec 21
Mon Jan 6th

8:00am-3:30pm
Closed
Reopen 7:00am-4:30pm

Breaktime



Thurs and Fri Dec 19 & 20th
Mon Dec 23rd
Tues Dec 24th
Mon Jan 2nd & 3rd

Closed
8:00am-3:30pm
8:00am-12:30pm
8:00am-3:00pm

Steele Centre



Saturday Dec 14th
Mon Jan 6th

Closed
Reopen 10:00am

Marketplace



Saturday Dec 14th
Sun Jan 5th

Closed
Reopen 12:00-9:00pm



www.foodatfleming.ca