Fleming College

Foodservice Advisory Committee

Sutherland Campus, March 10, 2015

Meeting Notes

In Attendance:

Mark Murdoch, Foodservices, Michael Wood, Aramark, Mary Anne Thomas, Aramark, Jen Wight, SAC, Travis Doak, Housing / Foodservices, Pam Selkirk, Culinary Program, Amanda Gray, International Student Services

1. Sales data for January and February were reviewed. Sales are difficult to compare as there are a different number of operating days in each period and Reading Week fell in February last year and in March this year. Key sales data are provided below. Notably, in the second week of February sales at Tim Horton’s exceeded $5,000 for the first time.
2. Information related to the sale of meal plans was reviewed, and is provided below. This year sales have exceeded $500,000, compared with just below $300,000 last year. In the recent sales blitz to faculty and staff, 43 new meal plans were sold.
3. The purchase of meal plans for residents living on-campus for the fall of 2015 is strong. While the minimum mandatory buy-in is only $600 per term, the actual buy-in at Brealey has been $1,013. At Frost, where meal plans are optional, the buy-in has been $1,123.
4. In mid-February an external vendor, Smok’n Poutine, operated on campus through the Pan Geo station. 618 customers ate almost $5,000 worth of Poutine, with very little cannibalization of sales at other stations. The concept of having external vendors on site will be looked at in more detail for the future.
5. Mike reviewed a number of sustainability initiatives that are being put in place within Food Services. A system that reduces the speed of exhaust fans over cooking equipment, and that also allows the equipment to be shut off at night, could save the College $26,000 per year. Aramark with also be working with Facilities on a water audit later this year.
6. Mike reported that there had generally been positive feedback related to catering. For one event in January the ball was really dropped by Aramark and this provided some great learning opportunity and a change in suppliers. Fortunately, the same customer ordered catering recently and Aramark had a chance to recover.

Mike reported that very few of the comment cards left with catering drop-offs are returned. It was suggested that in addition to the comment cards left at a catering event, a survey should be sent to the client immediately following the event.

The $4 deal at Breaktime has been well received. This may be reflective of prices on campus being too high.

SAC has been very pleased with the catering they are receiving from Aramark and in particular how helpful Chef Martin is in planning events and staying within budget.

A comment from a member of the committee: The “sandwich ladies’ at Frost are “great!”

1. The Marketing Calendar is available on line and in Food Service locations.

A Local Food Day is planned for later in the month.

Aramark recently had their dietary interns on campus, with a focus on the needs to staff and faculty. One lucky visitor won a FitBit watch.

Some new menu items have been introduced, including Quinoa Bowls and Greek Yogurt Parfaits. Pizza Pizza has introduced garlic sticks. Some pop-up and surprise promos are planned for the last few weeks of the term.

Very shortly plans will have to be made for the wind down at the end of the term and for summer operating hours. New programs at KTTC will require a new operating schedule this summer.

1. This week an intensive round of information gathering and data collection is being undertaken. In total there will be five on-line surveys (Brealey Students, Brealey Faculty and Staff, Frost Students, Frost Faculty and Staff, Haliburton Students Staff and Faculty), five focus groups (Haliburton, Brealey campus, Brealey residents, Frost campus and Frost residents), two information booths (Brealey and Frost) and numerous intercept surveys at food station line-ups.

When the information has been collected and analyzed it will be shared with the committee.

1. Aramark reported that a new version of “Voice of the Consumer” is available on-line. The quick survey is shorter and more user friendly.
2. Reservations at Fulford’s are down slightly this term. The “Corner on 6th” has relocated to closer to the sixth floor lounge area and sales are brisk.
3. Next meeting - TBD







**External Vendor Selling**

* Great 2 days
* Wed – transaction count up 226,Thurs – transaction count up 198
* Sales lift of 2600 and 2200 respectively.
  + Tim’s saw decrease of $300 and $200,
  + Steele Center saw a decrease of $200 on the Thursday, no change on Wednesday
  + Breaktime had no impact
  + Extreme pita was down $200 on the Thursday, fine on Wednesday
* Fantastic feedback from all that came through the place
* Some of the decreases in sales on Thursday is attributed to a regular decline before a reading week
* This is something we would look to do again and Smoke’s Poutinerie was very satisfied with the event

**Sustainability – energy Retrofits**

* They’ve put in systems on the exhaust hoods to help monitor and control how fast they work throughout the day so that they are not always running at 100% - most of the time will be going between 50% - 80% unless it detects heavy smoke
* Sustainability department looking at doing water usage measurements of all our equipment
* We’re working with the college to develop appropriate equipment shut down schedules for times like reading week, holidays, summer, etc.

**Feedback**

* Several great comments from catering events that were done
* Request to put out forks/knives when we serve pizza
* Have a small and large size fries at epic burger, not just small size
* Customer who ordered an event in January that did not go well had us do another event recently and was very pleased with the results, this is the standard that we will continue to push to uphold