Fleming College

Foodservice Advisory Committee

Sutherland Campus, September 30, 2014

Meeting Notes

**In Attendance:**

Travis Doak, Housing; Mark Murdoch, Foodservices; Michael Wood, ARAMARK; Deanna Nelson, ARAMARK; Chris Smith, SAC; Carli Roye, Resident; Aaron Loucks, Resident; Angela Pind, Faculty; Jan Watson, Staff; Jen Wight, SAC, Trish O’Connor, Sustainability.

1. **Welcome – introductions of returning and new members**

Members were welcomed to the meeting and thanked for their participation and support. Introductions were made.

1. **Committee Membership**

The Membership of the Committee was reviewed. In May of 2014 the Foodservices function was moved from Purchasing to Student Services (Housing) as this is a better alignment of the service it provides to students. A revised membership list is attached. The membership is intended to be inclusive. Meetings are open to the campus community. See Attached.

1. **Terms of Reference**

The Terms of Reference for the Committee were reviewed. A copy of the Terms of Reference is attached.

1. **Program Changes at Sutherland**

Aramark reviewed the program changes at the Sutherland Campus. Over the summer term the *Bene* station was changed to *Miso* as it was felt this menu offering better responded to the needs of the campus. The hours at Tim Hortons were extended to earlier in the morning and later in the evening to better serve the population of KTTC.

1. **Feedback from Committee Members**

A) To improve traffic into the main campus building, and help build sales, improved signage within KTTC is required. It would be helpful to open the doors between the two spaces.

B) To improve communication regarding the foodservice program it would be beneficial to better connect Aramark’s communication efforts with College resources.

C) Students are most likely to use social media for the type of communication that Aramark may be providing.

D) Aramark should improve advertising regarding on-going sustainability and Fair Trade initiatives. There is a current promotions running for Fair Trade coffee.

E) Students reported to SAC that they had noticed and improved menu rotation this year. More “comfort foods” would be welcomed at Pan Geo. There have been a few instances of inconsistent service throughout the foodservice spaces.

F) A new “flex station” is being developed in the breakfast area.

G) Made to order items are preferred as they provide customization, freshness and better temperature control.

H) The espresso machine in Breaktime is out of service. The most immediate affect is that decaf coffee is not available. Aramark will have drip decaf coffee in a day or two. Aramark and the College will review options to repair or replace the espresso machine.

J) Information regarding the cook from scratch nature of the Epic Burger program, and the 8 to 10 minute service time should be displayed.

K) Students feel that the prices in the Residence Marketplace are high, especially for items like chips and pop and are more likely to walk over to No Frills for these items. To help increase traffic in the Marketplace, improved signage in the other buildings should be considered. Students would like to have access to more fresh fruits and vegetables in the Marketplace.

1. **Thanksgiving and Reading Week Hours of Operation**

The proposed hours of operation for Thanksgiving weekend and Reading Week were reviewed. See attached.

1. **Review of sales, transaction count**

The sales and transaction information for the month of September, comparing 2013 to 2014 was reviewed. See attached.

1. **Review of KPI results**

The results of the Key Performance Indicator for Foodservice satisfaction were reviewed. In the spring 2014 survey the Foodservice KPI improved from third quartile to second quartile. At Brealey Campus, the improvement would have moved foodservices to the first quartile, however, a sharp decline in the satisfaction of foodservices at Frost campus, brought down the overall score. Over the past four surveys the trend has been; last quartile, first quartile, third quartile, second quartile. The intent this year is to return to the first quartile.

1. **Meal plan sales**

Information regarding the sales of meal plans was reviewed. See attached. It was suggested that the sales of meal plans at Tim Horton’s may not provide parents with much confidence in the quality of the foodservice program and may provide the wrong image of the range of services and products that are available.

1. **Aramark reviewed a number of up-coming promotions**
	1. A Fair Trade coffee program is underway, with $1 from each cup of coffee sold donated to a children’s’ charity in a Fair Trade coffee region.
	2. Thanks giving Dinner will be offered at all campuses on October 9.
	3. The final Farmers’ Market for the fall term will be held Thursday October 2.
	4. A Local Foods Day will be held at the Sutherland Campus on October 16.
	5. A Halloween promo, complete with pumpkin carving, will be held the last week of October.
2. **Other.**
	1. The question was asked if Fair Trade coffee is available through catering. The coffee offered through catering is Fair Trade, unless the customer asks for Tim Hortons coffee. Aramark should considered improved signage for catering.
	2. SAC is working with Aramark to develop better late evening menu items, specifically sharable items like nachos and wings.
3. **Lunch was provided for attendees**.

Questions regarding lunch will be provided in a separate e-mail to those who attend lunch.

1. **Next meeting** – Late October

**Fleming College**

**Foodservice Advisory Committee**

**Membership**

**Modified September 2014**

**Sutherland Campus FSAC Membership:**

Foodservices / Housing - Travis Doak

Foodservices - Mark Murdoch

Aramark - Mike Woods

SAC - Chris Smith

SAC Bar Manager – Jen Wright

Student at large TBD – by SAC

Resident Student(s) – Carli Roye, Aaron Loucks

Sustainability Office - Trish O’Connor/Rob Arkell

International Office - Amanda Gray

Union Staff / KTTC - Jan Watson

Union Staff / IT - Staff Julien Feyen

Union Staff / School of Business – Pam Selkirk

Faculty / School of GAS - Angela Pind

Resource – Aramark Staff as appropriate

**Additional Distribution:**

Associate VP, Student Services Judith Limkilde

Principal, Frost Linda Skilton

Principal, Haliburton Sandra Dupret

VP, Finance and Admin Brian Baker

Manager, Student Life Greg Jefford

President’s Advisory Committee Student Member

**Fleming College**

**Food Services Advisory Committee**

**Terms of Reference**

**Name:**

Food Service Advisory Committee

**Purpose:**

To advise the Food Service Operator (ARAMARK) on matters related to the operations, development and execution of a first class food service program for the College community.

**Membership:**

The membership for the Sutherland and Frost campuses will include; ARAMARK

Food Service Director, appropriate ARAMARK staff, and appointees from Student Administrative Council/Student Association, Faculty, Staff, Residence representation, Campus specific Sustainability Committee(s).

**Meetings:**

Meeting should be held at a minimum of two times per term, per campus. If

practical, a joint meeting may be held representing both campuses.

Meetings are open to the College community.

Minutes will be recorded and circulated to all members of both committee and other designated College staff. Minutes may be redistributed by any recipient.

**Scope:**

The committee advises ARAMARK and/or makes recommendations to the

Director, Housing & Conference Services, on issues of service, menu rotation, quality, pricing, hours, etc.

The committee does not address issues related to the Operating Agreement

between the College and ARAMARK.

****

****

****

**Sutherland Campus 2013 vs 2014 Comparative Sales Figures**



**Meal Plan Sales Information Fall 2014**

