Fleming College

Foodservice Advisory Committee

Frost Campus, February 6, 2015

Meeting Notes

In Attendance:

Travis Doak, Foodservices; Michael Wood, Barb Gallant, ARAMARK; Karen Maki, Academic Operations; Mark Gray, Student Services; Carrie Tam, Diversity Office; Maeda Welch, Sustainability Office.

1. Mike Wood provided a review of sales for the month of November and December on a year over year comparative basis, with a table provided below.

Generally the campus has seen good sales growth with an increase in both the number of transactions and a modest increase in the average cheque. December is a short month with only two weeks of full operations.

The Kawartha Grill sales continue to be up over last year. In December the sales were 50% higher over the same period in 2013. The Student Association has done a good job of bringing in more foot traffic to the Auk’s Lodge which has contributed to increased sales.

1. Meal plan sales were reviewed for the period of October 28 to current date. YTD sales of $489,773.50 have greatly exceeded the total meal plan sales of about $295,000 for the full year last year. At this time Aramark is not able to break out the numbers by specific campus.

A chart demonstrating meal plan sales is provided below.

1. During the week of January 19 Aramark and Food Services promoted Staff meal plans heavily. The result was $12,550 sold in meal plans. The goal is to increase awareness among staff and hopefully those 41 who purchased cards will continue to add money to the card in the future. See chart below is staff meal plan sales. Aramark is not able to break out numbers by specific campus.
2. Follow up Items: Mike stated that 2 dish bins have been set up in specific locations for students and staff to place dishes. The strategy is for Aramark staff to check the bins a couple times a day and return to the Café. Mike did inform the committee that they lose a fairly large amount of china each year. One idea that was brought up by a committee member was to offer an amnesty program for students living in Residence.

Mike stated that after receiving feedback from customers last semester Aramark has been working to ensure catering events have foods properly labelled.

Mike updated the committee about the planned trial activity of offering specific food options for students in the Heavy Equipment Program. The plan would be to take van out into the field with coffee, muffins and sandwiches. This has not started yet but the plan is for Mike to connect with Chris Hubble to establish the best dates and times to have trial run at this concept. There should 40 new Heavy Equipment students beginning in March.

Mike provided the committee an update on recent issues that have occurred at the Kawartha Grill. There are some physical designs that create challenges such as a floor drain that is not adequate for the environment. The main concern has been the apparent smell of gas coming from one of the grills. This had occurred randomly over the last few months. Aramark has had the equipment inspected two times by external vendors and some modifications were made. The Ministry of Labour was also contacted to come in and inspect and this should be occurring the middle of February. As well the exhaust fan does not seem to always work properly. This hood fan is designed to turn on and off automatically adjust to correct fan speed. Staff are now manually turning the fan on during hours of operation. Since the fan has been running regularly there has not been any smell of gas. A CO2 detector has been installed in the location as an extra precaution.

1. Upcoming Promotions. The concept of a Lumber Jack Burger is being worked on. Pizza Pizza will have promotions happening throughout the month of February.

Aramark will be hosting customer appreciation days in February. There will be promotional items provided to customers such lunch hour samples.

Cookie grams for Valentine’s Day. Students can order personalized cookies and pick them up in advance of Valentine’s Day. This was a popular event with students last year.

During the Chinese New Year’s in February there will be specific programming related food options available.

Aramark would like to work more closely with International Department to develop ideas on food initiatives. They have been working with the Sustainable Agriculture Program and offered pea shoots last week in the Origins Café.

Mike stated that Aramark has been working more closely with SA and were open on Super Bowl Sunday. SA is looking at other events on the weekend and Aramark will looks possible hours of operation for the Kawartha Grill.

A question was asked about the Origins Café hours and if they could stay open later. Mike explained that the hours are chosen as per the class schedules operating during the day. If classes are running longer than hours of operation could be extended however the number of students in the classes would also need to be factored in. It was noted that the Kawartha Grille is open weekdays until 8:00pm.

1. Reading Week – Hours of Operation. Mike presented the proposed hours of operation for the week of March 2, which have no scheduled classes in the vast majority of programs.

1. Customer Satisfaction Survey. Discussion took place regarding the upcoming process for collecting feedback from students, faculty and staff. The week of the survey is still being confirmed but will most likely take place the week after Reading Week. It was recognized there needs to be an incentive for students to complete the survey. There will be a draw for an IPad. The survey will be short and concise.

The Food Services Department is also exploring other methods for collecting information the week of the survey such as focus groups, talking to students in food line ups and setting up a drop-in booth in the foyer. A successful survey has to be easy to execute, be timely and produce useful outcomes. It was suggested that SA’s weekly updates to students would be a good way to promote the survey.

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**Appendix A:**

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| --- | --- | --- | --- | --- |
| **Frost November Sales** |  |  |  |  |
|  |  | **2013** | **2014** | **2014 Growth** |
| **Origins Cafe** |
| **Pizza Pizza** | Sales |  $ 19,480.05  |  $ 19,878.35  | 2% |
|   | Trans Count | 3492 | 3673 | 5% |
|   | Avg Check |  $ 5.58  |  $ 5.41  | -3% |
|  |  |  |  |   |
| **Sandwich Shack (Panini, Urbin Pita)** | Sales |  $ 4,329.00  |  $ 4,198.14  | -3% |
|   | Trans Count | 417 | 403 | -3% |
|   | Avg Check |  $ 10.38  |  $ 10.42  | 0% |
|   |  |  |  |   |
| **Pan Geo's** | Sales |  $ 2,886.06  |  $ 2,913.58  | 1% |
|   | Trans Count | 371 | 393 | 6% |
|   | Avg Check |  $ 7.78  |  $ 7.41  | -5% |
|   |  |  |  |   |
| **Other** | Sales |  $ 45,310.20  |  $ 44,708.35  | -1% |
|   | Trans Count | 11141 | 10393 | -7% |
|   | Avg Check |  $ 4.07  |  $ 4.30  | 6% |
|   |  |  |  |   |
| **Total Origins Cafe** | Sales |  $ 72,005.31  |  $ 71,698.42  | 0% |
|   | Trans Count | 15421 | 14862 | -4% |
|   | Avg Check |  $ 4.67  |  $ 4.82  | 3% |
|  |  |  |  |  |
| **Kawartha Grille** | Sales |  $ 11,210.74  |  $ 15,286.28  | 36% |
|   | Trans Count | 1632 | 2208 | 35% |
|   | Avg Check |  $ 6.87  |  $ 6.92  | 1% |
|  |  |  |  |  |
| **Frost Overall** | Sales |  $ 83,216.05  |  $ 86,984.70  | 5% |
|   | Trans Count | 17053 | 17070 | 0% |
|   | Avg Check |  $ 4.88  |  $ 5.10  | 4% |

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| **Frost December Sales** |  |  |  |  |
|  |  | **2013** | **2014** | **2014 Growth** |
| **Origins Cafe** |
| **Pizza Pizza** | Sales |  $ 8,054.39  |  $ 8,132.72  | 1% |
|   | Trans Count | 1419 | 1509 | 6% |
|   | Avg Check |  $ 5.68  |  $ 5.39  | -5% |
|  |  |  |  |   |
| **Sandwich Shack (Panini, Urbin Pita)** | Sales |  $ 1,783.26  |  $ 1,711.69  | -4% |
|   | Trans Count | 172 | 166 | -3% |
|   | Avg Check |  $ 10.37  |  $ 10.31  | -1% |
|   |  |  |  |   |
| **Pan Geo's** | Sales |  $ 1,188.84  |  $ 1,174.40  | -1% |
|   | Trans Count | 151 | 162 | 7% |
|   | Avg Check |  $ 7.87  |  $ 7.25  | -8% |
|   |  |  |  |   |
| **Other** | Sales |  $ 18,694.51  |  $ 18,291.38  | -2% |
|   | Trans Count | 4530 | 4270 | -6% |
|   | Avg Check |  $ 4.13  |  $ 4.28  | 4% |
|   |  |  |  |   |
| **Total Origins Cafe** | Sales |  $ 29,721.00  |  $ 29,310.19  | -1% |
|   | Trans Count | 6272 | 6107 | -3% |
|   | Avg Check |  $ 4.74  |  $ 4.80  | 1% |
|  |  |  |  |  |
| **Kawartha Grille** | Sales |  $ 4,558.88  |  $ 6,886.24  | 51% |
|   | Trans Count | 629 | 938 | 49% |
|   | Avg Check |  $ 7.25  |  $ 7.34  | 1% |
|  |  |  |  |  |
| **Frost Overall** | Sales |  $ 34,279.88  |  $ 36,196.43  | 6% |
|   | Trans Count | 6901 | 7045 | 2% |
|   | Avg Check |  $ 4.97  |  $ 5.14  | 3% |

**Appendix B:**

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|  | **Meal Plans Sold** | **Total Value** |
| **30-Sep-14** | **346** | **$329,585.00**  |
| **17-Oct-14** | **440** | **$386,125.50**  |
| **17-Jan-15** | **516** | **$489,773.50**  |

**Appendix C:**

**Staff Meal Plans**

**Sold Total Value**

**42 $12,500.00**