Fleming College

Foodservice Advisory Committee

Frost Campus, November 13, 2014

Meeting Notes

**In Attendance:**

Travis Doak, Housing; Foodservices; Michael Wood, ARAMARK; Mark Gray, Administration; Amanda Gray, International Student Services; Tani Clerac, Faculty

1. **Review of Sales / Catering, Transaction Count for Month of October:**

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

Generally the campus has seen very good sales growth with an increase in the number of transactions which has resulted in overall sales increase of 9%. The average check however has dipped slightly.

The Kawartha Grille continues to see strong growth in sales (+32%) over last year. It was noted that part of this increase can be attributed to being open longer hours this year.

The sales increase enjoyed at the Sandwich Shack in September has leveled out in the month of October. A comment was made that the toppings and selection is very good but the bread being used has been try at times. Aramark will address this item.

A request was made of Aramark to include not only sales comparisons from the same month of the previous year but also the prior month in the same year.

1. **Meal Plan Sales:**

Meal plan sales were reviewed for the months of September and October combined. YTD sales of $386,000 have greatly exceeded the total meal plan sales of approximately $295,000 for the full year last year. Aramark informed the committee that approximately another $14,000 in meal plan sales have occurred in the month of November as well. The goal is to reach $500,000 by fiscal year end.

There was a discussion about staff meal plans and how they work considering staff do not have an ID card that students use. Aramark explained that staff are provided a convenience card that is used to swipe when making purchases. Travis informed the committee that there will be a push in January for staff to purchase meal plans, which will include financial incentives.

A chart demonstrating meal plan sales is provided below.

1. **Discussion on Feedback from Clients:**

There was a discussion about a number of feedback items over the past month.

There have been a number of positive comments. The Sustainability Office has been pleased with the support provided by Aramark.

For catering deliveries improved labelling of the items is planned as per feedback received from staff.

There were questions about whether the hamburgers served at the Kawartha Grille are made fresh and not frozen as Aramark advertises. Aramark confirmed burgers are made fresh. This comment referred to a separate catering event that was using the grill to barbecue burgers that were frozen.

There have also been questions about what is done with left over catering food. Prepared items that are intended to be served hot and sandwiches that are perishable are disposed of. Typically the attendees at a catered event take left over cookies, baked goods and beverages back to their office teams or leave them for students. If a significant number of beverages are left over and recovered by Aramark they remove them from the bill.

Improved labelling regarding menu items, specifically Halal and vegetarian item is required.

Comment cards must be more consistently supplied with catering.

From previous feedback Aramark was able to comment on service improvements made at Pan Geos to speed up the in-line times.

1. **Follow up Discussion on Items Previous Meeting:**

At the last FSAC meeting there was a discussion about how Aramark might be able to provide some food options and service to students in the Heavy Equipment Program. Many of these students do not come into the main campus building often and really to not access food services. The suggestion was to look at how food could possibly be taken out to students in the outbuildings. Aramark reviewed this item and is proposing the following idea. They would try a couple days a week to bring hot meals / snacks and drinks out to the Heavy Equipment building. All sales would need to be cash. Aramark would need to determine the best time of the days to try this new service. During this discussion it was suggested that actually driving out to the field where the students are working during a morning break with coffee and muffins for sale would be good idea. Aramark said they would be willing to give this a try and see if the sales would make it sustainable. Again this would be a couple of days a week as a test pilot. The key factor will be working with the program faculty to provide the service. Mark Gray committed to identifying the right faculty member(s) that Aramark can communicate with to identify the best times and days to offer this service. Once this trial period is confirmed a communication announcement will go out the Frost Campus.

An update was provided on the return dish bin status. Students and staff have been requesting drop-off return dish bins to be located in different spots on-campus. Travis and Aramark have worked with Facilities to implement this service. There will be two locations – the staff lounge and student lounge outside Student Services. New bins with covers have been purchased and will be used at both campuses. Aramark is waiting for Facilities to secure two properly sized tables and the dish bins will be deployed.

1. **Program Changes / Announcements**:

Aramark announced they will start providing free sampling of foods served at the Origin Café to students and staff beginning next week and will last 2 weeks.

Pizza Pizza has introduced a new “Pizzadilla” similar to a quesadilla. Sampling will take place on November 5.

Kawartha Grill will have a few limited time offers through the remainder of the term and a Grey Cup burger will be introduced.

Aramark presented the idea of providing bagged lunches to students and staff going out on daily field trips as part of their program. Committee members thought this was a good idea to pursue. Aramark will investigate this idea more and report back to the committee.

1. **Holiday Break Hours of Operation:**

Hours for the end of term were discussed. This year classes end on December 12 and resume January 12. Faculty and staff are on campus through December 24 and return to work January 5.

A schedule of hours for the end of term provided as an attachment.

The traditional Holiday Dinner will be held on December 4.

1. **Discussion on surveying students, staff and faculty on Food Services:**

There was a discussion about the best way to survey customers and collect feedback.

A successful survey has to be short, easy to execute, be timely and produce useful outcomes. There should also be a substantial draw for participating, i.e. meal plan card.

Aramark has two on-line tools for customer feedback however it was noted by Travis that information collected is not really useful to Fleming.

Committee members suggested small focus groups and one-on-one data collection is very successful and provides immediate feedback to the customer.

Attending a Student Government meeting and gather feedback was suggested.

Mark Gray informed the committee that Food Services will be invited to come to a future Frost Leaders Team (FLT) meeting to discuss food at Fleming. This would be a good opportunity to gather feedback from campus leaders.

1. **Other:**

A member of the committee asked about how the October 28 SA Farmer’s Market went. Aramark participated in the event and stated overall the day seemed to go well. There was some communication issues around certain kinds of foods SA was anticipating Aramark could provide that would still be considered local but they were able to work around this items. There is hope this will become an annual event at Frost.

**Appendix A:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | **2013** | **2014** | **2014 Growth** |
| **Origins Cafe** |
| **Pizza Pizza** | Sales |  $ 14,793.90  |  $ 15,861.95  | 7% |
|   | Trans Count | 4388 | 4866 | 11% |
|   | Avg Check |  $ 3.37  |  $ 3.26  | -3% |
|  |  |  |  |   |
| **Sandwich Shack (Panini, Urbin Pita)** | Sales |  $ 3,318.51  |  $ 3,351.50  | 1% |
|   | Trans Count | 529 | 534 | 1% |
|   | Avg Check |  $ 6.27  |  $ 6.28  | 0% |
|   |  |  |  |   |
| **Pan Geo's** | Sales |  $ 2,235.18  |  $ 2,324.78  | 4% |
|   | Trans Count | 484 | 530 | 10% |
|   | Avg Check |  $ 4.62  |  $ 4.39  | -5% |
|   |  |  |  |   |
| **Other** | Sales |  $ 34,359.73  |  $ 35,685.78  | 4% |
|   | Trans Count | 13979 | 13771 | -1% |
|   | Avg Check |  $ 2.46  |  $ 2.59  | 5% |
|   |  |  |  |   |
| **Total Origins Cafe** | Sales |  $ 54,707.32  |  $ 57,224.01  | 5% |
|   | Trans Count | 19380 | 19701 | 2% |
|   | Avg Check |  $ 2.82  |  $ 2.90  | 3% |
|  |  |  |  |  |
| **Kawartha Grille** | Sales |  $ 7,601.00  |  $ 10,016.00  | 32% |
|   | Trans Count | 1097 | 1515 | 38% |
|   | Avg Check |  $ 6.93  |  $ 6.61  | -5% |
|  |  |  |  |  |
| **Frost Overall** | Sales |  $ 62,308.32  |  $ 67,240.01  | 8% |
|   | Trans Count | 20477 | 21216 | 4% |
|   | Avg Check |  $ 3.04  |  $ 3.17  | 4% |
|  |  |  |  |  |
|  |  |  |  |  |
| **Catering Sales** | Sales |  $ 2,238.21  |  $ 3,173.66  | 42% |
|  |  |  |  |  |
| **Vending Sales** | Sales |  $ 3,561.24  |  $ 3,558.47  | 0% |
|  |  |  |  |  |
| **Total Frost** | **Total Sales** |  **$ 68,107.77**  |  **$ 73,972.14**  | **9%** |

**Appendix B:**

|  |  |
| --- | --- |
| **MEAL PLAN SALES** |  |
| **As of Oct 28, 2014** |
|  | **# of plans** | **$ value** |
| Frost | 63 |  $ 67,192.50  |
| SRV | 200 |  $ 192,847.50  |
| Other | 177 |  $ 126,085.73  |
|  |  |  |
|  | **440** |  **$ 386,125.73**  |
|  |  |  |
| **As of Sept 4, 2014** |
|  | **# of plans** | **$ value** |
| Frost | 55 |  $ 61,130.00  |
| SRV | 146 |  $ 159,225.00  |
| Other | 94 |  $ 90,730.00  |
|  |  |  |
|  | **295** |  **$ 311,085.00**  |