

Food Service Advisory Committee
Frost Campus, October 31, 2017

MEETING NOTES

IN ATTENDANCE:

- Matt Markovic, Conference & Food Services;
- Travis Doak, Housing, Conference & Food Services;
- Michael Wood, ARAMARK;
- Madeline Williams, FSA;
- Kailey Watson, FSA;
- Rob Marsh, Housing.

1) **WELCOME – INTRODUCTIONS OF RETURNING AND NEW MEMBERS**

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

2) **COMMITTEE MEMBERSHIP**

The Membership of the Committee was reviewed. An updated membership list is provided below. The membership is intended to be inclusive of all groups on campus. Meetings are open to the campus community.

3) **TERMS OF REFERENCE**

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

4) **PROGRAM CHANGES:**

- a. Kawartha Grille – rebranded, newer items, different items, lower prices
- b. Origins Café:
 - i. Change of staff – new cook to help raise quality/consistency of meals;
 - ii. Removed the Daily Stir Fry bar and put in Rotational Restaurant – Pasta, Mexican, Country Kitchen (soon to be switched to ‘Republic of Spice’);
 - iii. Revamped our 3 week daily lunch/dinner features to help add more variety to the meal periods.

5) **REVIEW OF SEPTEMBER/OCTOBER SALES & TRANSACTION COUNTS:**

Notes regarding sales from September and October. Sales & Transaction Count figures are attached:

- a. Food service sales during strike were better at Frost campus vs. Sutherland campus:
 - i. Sales down 50% at Frost; 70% at Sutherland;
- b. Reading Break sales average \$200/day;

- c. First day back after Reading Break daily sales of \$480 (typically are around \$4,800-\$5,000/day);
- d. More students on Frost campus to continue hands-on studies post-Reading Break;
- e. After 4:30PM only 3 – 4 customers served on campus:
 - i. Food Services hours may be revised because of this;
- f. 2015 to 2016 saw substantial growth in food service sales; 2016 to 2017 saw a slight decline (-5%);
- g. Field camps took place in September which lead to fewer students being on campus (may have contributed to lower sales):
 - i. Lower daily average sales over the first three weeks of semester; back to normal sales figures last week of September;
- h. Week one of Faculty strike was still busy on campus;
- i. Kawartha Grille saw a 6% decrease in sales due to decrease in visitors:
 - i. Average cheque remained same;
- j. Pizza Pizza saw an increase in sales:
 - i. Easy grab-and-go item for students between classes;
- k. College brought forward customer service concerns regarding Aramark staff and Michael has addressed them:
 - i. Still an ongoing focus for Michael and his team;
- l. Aramark facing challenges hiring students/with student employees due to class schedule and work schedule conflicts:
 - i. Academic schedules change often;
- m. Field trips for students leaving campus are impacting sales volumes:
 - i. Matt to connect with FSA/student Chairs to see if a schedules or communication system can be put in place to notify Aramark of when trips are taking place;
 - ii. Madeline to assist Matt with connecting with Chairs.

6) MEAL PLAN SALES

Notes regarding Meal Plan Sales. Meal Plan Sales figures are attached:

- a. Frost Residence meal plan sales have increased:
 - i. Voluntary plan on campus;
- b. Heavy Equipment students are on campus for only four months:
 - i. A lot of meal plan refund requests from these students due to length of stay on campus;
 - ii. Aramark to look into creating a meal plan specifically for them;
- c. There is future consideration for a mandatory meal plan for Frost Campus:
 - i. Would not happen until 2019 at the earliest;
- d. Michael to break down Meal Plan sales figures and data for further presentation.

7) UPCOMING PROMOTIONS & EVENTS AT FROST:

- a. Draw for school wide 'Win a Monster Fridge';
- b. Will be doing more samples/promos for the new concepts;
- c. November – guess the Moustache contest – pictures of a bunch of different mustaches – people have to guess which ones belong to which famous person and then we will pull a name to draw a prize;

- d. Hug A Coke – was going to be for the start of November – but that isn't going to happen at this point;
- e. 'Get the Good Stuff' Sampling – Aramark Registered Dietician will be brought on site to do a tasting/talk about healthy eating, how to make healthy choices;
- f. Pepsi promo – buy a Pepsi product and get a chance to win an X-Box (national promo);
- g. Various new express product launches happening throughout each month:
 - i. Fall Festival Chicken Burger;
 - ii. Oven Toasted Turkey and Brie Sandwich;
 - iii. Apple/Cinnamon Quinoa Granola yogurt cup.

8) **FSA FEEDBACK:**

- a. No “combos” being offered at the Kawartha Grille; Michael to look into this;
- b. International options available at Frost Campus:
 - i. Pan-Geo rotation menu;
 - ii. FSA proposed having international students host a meal prep/information booth in conjunction with Aramark;
 - iii. “International Day” with Aboriginal Department to showcase increased food options and ideas on campus;
 - iv. FSA to support and work with Aramark and Aboriginal Department on initiatives related to this;
 - v. Measure interest from the International Department to see if they are willing to participate in some capacity as well;
- c. Quality of French fries being served are not as high as past:
 - i. Michael to look into improving;
 - ii. Fries were fresh-cut last year;
- d. Quality of veggie burgers has decreased;
- e. 2016 price was a concern for students; 2017 quality and freshness of food is concern;
- f. Wait time at Kawartha Grille is too long:
 - i. Not enough time between classes and long lines. especially at lunch rush;
 - ii. Often only two people working the grille during the rush;
- g. Salad bar price concerns:
 - i. Requesting a price breakdown and weigh station so students know what they are paying for prior to getting to cash register (currently no way to tell);
 - ii. Michael to provide a solution;
- h. FSA will work to obtain more feedback direct from students at Kawartha Grille by speaking with them face-to-face:
 - i. Aramark will work with FSA to obtain feedback; may look into setting up a table to document feedback real-time once Faculty Strike is over;
- i. Michael has made himself available to sit in on FSA meetings to address any Food Service questions/concerns as needed.

9) **OTHER BUSINESS**

- a. Aramark is looking to place a specialized vending machine on campus to serve fresh food options:
 - i. Sandwiches, salads, etc;

- ii. Possibly locate this machine in Auk's Lodge;
- iii. FSA would receive commission from sales of this machine;
- iv. FSA will bring the idea to their Board to discuss;
- v. Michael to provide specs on machine to FSA;
- b. Food Services to adjust hours as required to make up for time lost due to Faculty Strike inactivity:
 - i. Possibly later hours on weekdays (evenings), weekends;
 - ii. Aramark will staff and then re-evaluate after a few days and staff based on need for these specific periods;
- c. FSA Operations Manager is resigning early November.

10) **NEXT MEETING**

- a. Tentatively scheduled for week of December 4 to 8, 2017:
 - i. Matt to send meeting request including date, time and location of next meeting;
- b. Lunch will be provided for attendees at the next meeting:
 - i. Committee members are encouraged to eat at the next meeting or within 48 hours of the meeting;
 - ii. Matt to provide a survey regarding their food service experience to capture feedback.

COMMITTEE MEMBERSHIP

FROST CAMPUS FSAC MEMBERSHIP

Conference & Food Services – Matt Markovic
Housing, Conference & Food Services – Travis Doak
Housing – Rob Marsh
Aramark – Michael Wood
FSA – Madeline Williams
FSA – Kailey Watson
Resident Student(s) – TBD
Sustainability Office – Tania Clerac
Union Staff – TBD
Management – TBD
Faculty – TBD
Faculty – TBD

Resource – Aramark Staff as appropriate

ADDITIONAL DISTRIBUTION

Associate VP, Student Services, Kristi Kerford
VP, Finance and Admin Brian Baker
President's Advisory Committee Student Member

TERMS OF REFERENCE

Purpose:

The Fleming College Food Service Advisory Committee (FSAC) has been established to provide a structured and open forum whereby representation from the Fleming College community will evaluate and review various policy and operational aspects of the Food Service Operations. This forum will ensure an open channel of communication for members of the College community to register their concerns and/or suggestions relating to food services.

Membership:

The membership for the Sutherland and Frost campuses will include:

- Manager, Conference & Food Services; (Chair)
- Director, Housing, Food & Conference Services;
- ARAMARK Food Service Director;
- Appropriate ARAMARK staff;
- Appointees from Student Administrative Council/Frost Student Association;
- Fleming College Students;
- Fleming College Faculty;
- Fleming College Support 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.

Meeting notes and actions will be recorded and circulated to all members of both committees and other designated College staff. Notes may be redistributed by any recipient.

Scope:

The Fleming College FSAC shall function as consultative and advisory to the Director, Housing, Food & Conference Services, with respect to all existing and planned food service outlets and for catering services provided to the Fleming College community. This includes, but is not limited to:

- To receive and discuss requests and suggestions made by Fleming College community with regards to food service;
- To provide information and answer questions related to departmental operations;
- To evaluate existing departmental policies;
- To receive and evaluate food service recommendations;
- To recommend changes to the policy where such changes are warranted and beneficial to the College community;

- To identify specific food needs of individuals and the College community, and to ensure they are being met;
- To assess the implications of:
 - The hours and days of operation for each outlet;
 - The partial or complete opening or closing of one or more outlets;
 - Changes in operation of any outlet;
- To provide feedback regarding the placement of new outlets and or products and services to the community.

The committee does not address issues related to the Operating Agreement between the College and ARAMARK.

ARAMARK SALES & TRANSACTION COUNTS - SEPTEMBER & OCTOBER

		2013	2014	2015	2016	2017	2017 Growth
Origins Cafe							
Pizza Pizza	Sales	\$ 16,050.00	\$ 16,894.00	\$ 16,782.24	\$ 18,427.00	\$ 19,550.00	6%
	Trans Count	4491	4968	4982	5278	5327	1%
	Avg Check	\$ 3.57	\$ 3.40	\$ 3.37	\$ 3.49	\$ 3.67	5%
	Daily Average	\$ 844.74	\$ 804.48	\$ 932.35	\$ 969.84	\$ 1,028.95	6%
Sandwich Shack							
(Panini, Urbin Pita)	Sales	\$ 3,774.00	\$ 4,623.00	\$ 6,670.22	\$ 5,428.00	\$ 5,124.00	-6%
	Trans Count	619	728	1032	987	872	-12%
	Avg Check	\$ 6.10	\$ 6.35	\$ 6.46	\$ 5.50	\$ 5.88	7%
	Daily Average	\$ 198.63	\$ 220.14	\$ 370.57	\$ 285.68	\$ 269.68	-6%
Pan Geo's							
	Sales	\$ 2,984.00	\$ 4,639.00	\$ 7,222.71	\$ 7,432.82	\$ 6,435.83	-13%
	Trans Count	592	841	1287	1172	1089	-7%
	Avg Check	\$ 5.04	\$ 5.52	\$ 5.61	\$ 6.34	\$ 5.91	-7%
	Daily Average	\$ 157.05	\$ 220.90	\$ 401.26	\$ 391.20	\$ 338.73	-13%
Other							
	Sales	\$ 33,011.00	\$ 34,221.00	\$ 33,446.46	\$ 40,404.00	\$ 37,361.00	-8%
	Trans Count	13734	14087	13984	16671	15244	-9%
	Avg Check	\$ 2.40	\$ 2.43	\$ 2.39	\$ 2.42	\$ 2.45	1%
	Daily Average	\$ 1,737.42	\$ 1,629.57	\$ 1,858.14	\$ 2,126.53	\$ 1,966.37	-8%
Total Origins Cafe							
	Sales	\$ 55,819.00	\$ 60,377.00	\$ 64,121.63	\$ 71,691.82	\$ 68,470.83	-4%
	Trans Count	19436	20624	21285	24108	22532	-7%
	Avg Check	\$ 2.87	\$ 2.93	\$ 3.01	\$ 2.97	\$ 3.04	2%
	Daily Average	\$ 2,937.84	\$ 2,875.10	\$ 3,562.31	\$ 3,773.25	\$ 3,603.73	-4%
Kawartha Grille							
	Sales	\$ 7,175.00	\$ 9,495.00	\$ 7,335.00	\$ 9,442.00	\$ 8,922.00	-6%
	Trans Count	1043	1421	1053	1361	1282	-6%
	Avg Check	\$ 6.88	\$ 6.68	\$ 6.97	\$ 6.94	\$ 6.96	0%
	Daily Average	\$ 377.63	\$ 452.14	\$ 407.50	\$ 496.95	\$ 469.58	-6%
Frost Overall							
	Sales	\$ 62,994.00	\$ 69,872.00	\$ 71,456.63	\$ 81,133.82	\$ 77,392.83	-5%
	Trans Count	20479	22045	22338	16043	15017	-6%
	Avg Check	\$ 3.08	\$ 3.17	\$ 3.20	\$ 5.06	\$ 5.15	2%
	Daily Average	\$ 3,315.47	\$ 3,327.24	\$ 4,203.33	\$ 4,270.20	\$ 4,073.31	-5%

MEAL PLAN SALES			
As of Oct 30, 2017			
	Numbers	Amount	Avg Purchase
Mandatory Meal Plans Fall 2016	443	\$ 399,700	\$ 902
Mandatory Meal Plans Fall 2017	486	\$ 427,700	\$ 880
Frost Residence Fall 2016	127	\$ 138,660	\$ 1,092
Frost Residence Fall 2017	145	\$ 159,400	\$ 1,099
All Others 2016	213	\$ 122,970	\$ 577
All Others 2017	193	\$ 103,475	\$ 536
Total Purchases Fall 2016	783	\$ 661,330	\$ 845
Total Purchases Fall 2017	824	\$ 690,575	\$ 838
Staff Purchases (Jan Blitz)			
	# Meal Plans	Amount	
2015	42	12050	
2016	20	5760	
2017	28	7870	

CATERING SALES		
September	2016	2017
Sutherland Campus	\$ 11,673.00	\$ 20,334.00
SAC	\$ 124.00	\$ 1,086.00
Frost Campus	\$ 2,439.00	\$ 26,277.00
FSA	\$ 1,462.00	\$ 3,520.00

September catering sales notes:

- 2017 Sept had 50th Year celebrations which increased sales;
- Frost Campus 2017 had external group for almost 10K in additional sales;
- Frost Campus had 'Moveable Feast' in Sept instead of Oct as per prior year.

October	2016	2017
Sutherland Campus	\$ 7,765.00	\$ 9,794.00
SAC	\$ 1,147.00	\$ 198.00
Frost Campus	\$ 5,269.00	\$ 2,518.00
FSA	\$ 2,438.00	\$ 182.00

October catering sales notes:

- Strike caused at least 15 known catering canceling - approximately \$6700 impact;
- Sutherland Campus had Soccer tournament which increased sales this Oct over prior year.