

Food Service Advisory Committee
Sutherland Campus, October 30, 2017

MEETING NOTES

IN ATTENDANCE:

- Matt Markovic, Conference & Food Services;
- Travis Doak, Housing, Conference & Food Services;
- Michael Wood, ARAMARK;
- Chris Smith, SAC;
- Joel Willett, SAC;
- Drew Simon, 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. SAC requested that Fleming College students were mentioned clearly in the Terms of Reference as they are the largest stakeholder of the College community. This change is under review and will be completed for the next FSAC meeting in December.

4) **PROGRAM CHANGES:**

- a. Steele Center – introduced Smoke's to the station. Customer count is up each day and due to the higher price point the average cheque is also much more – which is driving sales;
- b. Extreme Pita – introduced Smoothies for the station – despite a couple setbacks at the beginning of September rolling this out we did get it going by mid/late September and it was going fairly well before the strike. Will be planning on doing a blitz after the strike to drive further awareness;
- c. Stir Fry station has had a bit of a rebrand to a new model with some newer menu items;
- d. Marketplace – Rational oven is being removed and replaced with a flat top grill which will enable us to do more burger/grilled items which will also help with some speed of service up there and provide a bit more of a menu selection for hot options;

- e. Break time – removing of Nestle hot beverage machine and introduction of the Starbucks espresso machine;
- f. Pan Geo is now called “Restaurant Rotation”:
 - i. Includes new menus weekly;
 - ii. Student feedback has been positive.

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

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

- a. First week of strike - sales figures decreased 80% from October 2016;
- b. Reading Break sales decreased from October 2016;
- c. Pizza Pizza sales slightly increased (2% increase);
- d. Epic Burger/Smoke’s Poutinerie sales grew over same period in 2016;
- e. Marketplace sales declined (11% decrease) over same period in 2016;
- f. Breaktime sales remain relatively flat (1% increase) when compared to 2016;
- g. Brealey Eats sales grew over first two months of semester when compared to same period in 2016:
 - i. Average cheque is lower;
 - ii. Extreme Pita sales lower (possibly due to cannibalization of sales from Smokes Poutinerie);
- h. Other “Grab ‘N Go” items sales up (sandwiches, soup, sushi, etc.):
 - i. Average cheque price higher.

6) MEAL PLAN SALES

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

- a. There has been an increase in Mandatory Meal Plan sales from 2016 to 2017:
 - i. 43 more mandatory meal plans sold (increase of \$28,000 in revenue);
 - ii. Decrease in average meal plan purchase amount (\$902 in 2016; \$880 in 2017);
- b. Staff meal plan sales have dropped over the past two years:
 - i. Aramark will hold a sales blitz in December/January to capture more staff sales;
 - ii. Email communication will be sent to all staff by end of December promoting the purchase of a meal plan on campus;
- c. SAC is inquiring about the tracking of meal plan purchases by students; Domestic vs. International:
 - i. Would require students to self-selecting their demographic information when purchasing a meal plan online;
 - ii. Aramark to investigate if this option is feasible on their meal plan site.

7) UPCOMING PROMOTIONS & EVENTS AT SUTHERLAND:

- a. Residence ‘Win a Monster Fridge’ contest;
- b. Draw for school wide ‘Win a Monster Fridge’;
- c. Will be doing more samples/promos for the new concepts;
- d. Smoke’s – looking to do a ‘Fleming College Smoke’s contest’ – students can select which toppings they like on a ballet – we will draw 3 – those will go onto a taste testing with a judging panel to select the most popular – which will be featured this year;

- e. 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;
- f. Hug A Coke – was going to be for the start of November – but that isn't going to happen at this point;
- g. '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;
- h. Pepsi promo – buy a Pepsi product and get a chance to win an X-Box (national promo);
- i. 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) OTHER BUSINESS/DISCUSSION

- a. SAC outfitting a "Transit Lounge" which could include vending services for users of the lounge:
 - i. Matt will connect with Randy Prentice to see if space can accommodate a vending machine within it;
- b. New sandwich vending machine to be located in Kawartha Trades and Technology Centre (KTTC) which sells fresh food (sandwiches, wraps, etc.) produced by Aramark on a regular basis;
- c. SAC inquired about a "build your own smoothie" option at Extreme Pita:
 - i. Michael has explored the idea and the response was that Extreme Pita wasn't very open to the idea of straying away from set menu;
- d. Coca-Cola inquired about selling sparkling water on campus:
 - i. SAC does not want to lift the bottled-water sales "ban" already in place on campus;
 - ii. Aramark to provide more information about the sparkling water to see if it falls under the criteria of bottled-water or other beverages;
- e. Matt will investigate the possibility of entering a "Beverage Exclusivity Agreement" with a beverage provider for the Sutherland Campus:
 - i. The move will help generate additional funding for the campus;
 - ii. Steele Centre has an agreement in place with Coca-Cola already but is willing to change in order to reap benefits of commissions and benefits of being a part of the campus-wide agreement;
 - iii. Matt to work with Purchasing to go over details and draft an RFP;
- f. SAC indicated that students are interested in sustainable/reusable food service containers:
 - i. Locking lid, hard plastic container which can be reused;
 - ii. Students would purchase in advance and "trade in" the container as needed;
 - iii. Aramark will research further; there may be some at Frost Campus already;
 - iv. Could implement program with a trial run of approximately 100 students/staff;

- v. Other post-secondary campuses already offering this program to their Campus Community (charge an additional fee for using a non-reusable container);
- g. SAC will host a “Welcome Back” event for students upon conclusion of Faculty Strike:
 - i. Food offering will be included and Food Services will assist in this portion of the event;
 - ii. Once SAC’s plans are finalized they will work with Food Services and Aramark to implement food portion of event;
- h. It was mentioned that Umami has changed the method in which they prepare their stir-fry:
 - i. Michael to look into process and see where any changes have been made and where improvements can be implemented;
- i. Advertising at Tim Horton’s on campus is different than that of off-campus traditional franchises:
 - i. Michael to look into why this is and how more point-of-sale advertising can be put in place to feature more of what Tim Horton’s has to offer and remain in line with rest of traditional outlets.

9) **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.

Food Service Advisory Committee
Sutherland Campus

COMMITTEE MEMBERSHIP

SUTHERLAND CAMPUS FSAC MEMBERSHIP

Conference & Food Services – Matt Markovic
Housing, Conference & Food Services - Travis Doak
Housing – Drew Simon
Aramark - Michael Wood
SAC - Chris Smith
SAC – Joel Willett
Resident Student(s) - TBD
Sustainability Office – Tania Clerac
Union Staff – TBD
Management – Amie Kroes, David Luinstra
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	Growth
Brealey Eats							
Pan Geo's	Sales	\$ 2,344.00	\$ 1,993.00	\$ 1,582.91	\$ 2,974.27	\$ 3,310.73	11%
	Trans Count	436	344	272	542	597	10%
	Avg Check	\$ 5.38	\$ 5.79	\$ 5.82	\$ 5.49	\$ 5.55	1%
	Daily Average	\$ 123.37	\$ 94.90	\$ 87.94	\$ 156.54	\$ 174.25	11%
Umami	Sales	\$ 3,334.00	\$ 4,090.00	\$ 6,617.57	\$ 8,872.14	\$ 10,302.53	16%
	Trans Count	587	625	1005	1273	1467	15%
	Avg Check	\$ 5.68	\$ 6.54	\$ 6.58	\$ 6.97	\$ 7.02	1%
	Daily Average	\$ 175.47	\$ 194.76	\$ 367.64	\$ 466.95	\$ 542.24	16%
Extreme Pita	Sales	\$ 16,843.00	\$ 18,745.00	\$ 21,714.55	\$ 24,168.54	\$ 20,014.05	-17%
	Trans Count	2746	2872	3248	3619	3101	-14%
	Avg Check	\$ 6.13	\$ 6.53	\$ 6.69	\$ 6.68	\$ 6.45	-3%
	Daily Average	\$ 886.47	\$ 892.62	\$ 1,206.36	\$ 1,272.03	\$ 1,053.37	-17%
Other (Cold Bev, Hot Bev, Grab n Go)	Sales	\$ 33,174.00	\$ 36,805.00	\$ 30,566.38	\$ 34,149.98	\$ 41,134.68	20%
	Trans Count	11396	12768	11897	11833	14738	25%
	Avg Check	\$ 2.91	\$ 2.88	\$ 2.57	\$ 2.89	\$ 2.79	-3%
	Daily Average	\$ 1,746.00	\$ 1,752.62	\$ 1,698.13	\$ 1,797.37	\$ 2,164.98	20%
Total Brealey Eats	Sales	\$ 55,695.00	\$ 61,633.00	\$ 60,481.41	\$ 70,164.93	\$ 74,761.99	7%
	Trans Count	15165	16609	16422	17267	19903	15%
	Avg Check	\$ 3.67	\$ 3.71	\$ 3.68	\$ 4.06	\$ 3.76	-8%
	Daily Average	\$ 2,931.32	\$ 2,934.90	\$ 3,360.08	\$ 3,692.89	\$ 3,934.84	7%
Tim Hortons	Sales	\$ 71,055.00	\$ 76,669.00	\$ 90,770.00	\$ 97,117.00	\$ 97,716.00	1%
	Trans Count	21588	22399	26404	28222	27009	-4%
	Avg Check	\$ 3.29	\$ 3.42	\$ 3.44	\$ 3.44	\$ 3.62	5%
	Daily Average	\$ 3,739.74	\$ 3,650.90	\$ 5,042.78	\$ 5,111.42	\$ 5,142.95	1%

ARAMARK SALES & TRANSACTION COUNTS - SEPTEMBER & OCTOBER

		2013	2014	2015	2016	2017	Growth
Steele Center							
Pizza Pizza	Sales	\$ 27,627.00	\$ 29,682.00	\$ 29,119.00	\$ 36,256.00	\$ 36,868.00	2%
	Trans Count	5124	5618	5352	6557	6667	2%
	Avg Check	\$ 5.39	\$ 5.28	\$ 5.44	\$ 5.53	\$ 5.53	0%
	Daily Average	\$ 1,454.05	\$ 1,413.43	\$ 1,617.72	\$ 1,908.21	\$ 1,940.42	2%
Epic Burger/Smoke's	Sales	\$ 11,469.00	\$ 12,942.00	\$ 14,377.00	\$ 19,575.00	\$ 30,642.00	57%
	Trans Count	1623	1869	2071	2767	3547	28%
	Avg Check	\$ 7.07	\$ 6.92	\$ 6.94	\$ 7.07	\$ 8.64	22%
	Daily Average	\$ 603.63	\$ 616.29	\$ 798.72	\$ 1,030.26	\$ 1,612.74	57%
Total Steele Center	Sales	\$ 39,096.00	\$ 42,624.00	\$ 43,496.00	\$ 55,831.00	\$ 67,510.00	21%
	Trans Count	\$ 6,747.00	\$ 7,487.00	7423	9324	10214	10%
	Avg Check	\$ 5.79	\$ 5.69	\$ 5.86	\$ 5.99	\$ 6.61	10%
	Daily Average	\$ 2,057.68	\$ 2,029.71	\$ 2,416.44	\$ 2,938.47	\$ 3,553.16	21%
Breaktime	Sales	\$ 36,858.00	\$ 31,104.00	\$ 24,426.00	\$ 22,528.00	\$ 22,824.00	1%
	Trans Count	9823	8611	6976	6327	6172	-2%
	Avg Check	\$ 3.75	\$ 3.61	\$ 3.50	\$ 3.56	\$ 3.70	4%
	Daily Average	\$ 1,939.89	\$ 1,481.14	\$ 1,357.00	\$ 1,185.68	\$ 1,201.26	1%
Marketplace	Sales	\$ 17,017.00	\$ 14,993.00	\$ 16,358.00	\$ 32,644.00	\$ 28,934.00	-11%
	Trans Count	2481	2120	2253	4061	3724	-8%
	Avg Check	\$ 6.86	\$ 7.07	\$ 7.26	\$ 8.04	\$ 7.77	-3%
	Daily Average	\$ 895.63	\$ 713.95	\$ 908.78	\$ 1,718.11	\$ 1,522.84	-11%
Total Brealey Campus	Sales	\$ 219,721.00	\$ 227,023.00	\$ 235,531.41	\$ 278,284.93	\$ 291,745.99	5%
	Trans Count	55804	57226	59478	65201	67022	3%
	Avg Check	\$ 3.94	\$ 3.97	\$ 3.96	\$ 4.27	\$ 4.35	2%
	Daily Average	\$ 11,564.26	\$ 10,810.62	\$ 13,085.08	\$ 14,646.58	\$ 15,355.05	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.