

Food Services Committee 2016-2017 Annual Report

Committee members: Dr. Jenny Dawson (Chair, faculty), Ms. Cindy Conlon (Vice-Chair and designee for Business & Financial Affairs), Mr. David Shields (Student Affairs), Dr. Ulrich Groetsch (faculty), Ms. Leah Harper (staff at-large), Mr. Bret Jennings (staff, at-large), Dr. Johnson Ogun (faculty), Mrs. Sarah Stevens (staff, International Affairs), Mr. Ken Starks; Mr. Jordan Cooper (SGA), Mr. Tyler Delano (SGA), Miss Sarah Green (SGA); and, non-voting members, Ms. Susan Breer (Director of Dining, Chartwells) and Mr. Michael Bennett (District Manager, Chartwells).

1:30 p.m., Wednesday, October 5, 2016 Student Affairs Conference Room, GUC 207A

Welcome and Introductions

Each committee member stated their name and department and were welcomed by Chair Dawson. The committee welcomes the new campus food services representatives from Chartwells.

Committee Charge

To understand the scope of the Food Services Committee, Chair Dawson read the committee's charge from the Shared Governance website (<https://www.una.edu/sharedgovernance/task-committees/food-services-committee.html>). Chair Dawson asked if there were any recommendations to the charge as read; none were given.

Election of Vice Chair

The Chair asked for any volunteers for the position of committee vice chair, stating that this person will automatically assume the role of committee chair for the next year. With her consent, Cindy Conlon was nominated by Dr. Groetsch and seconded by Mr. Shields, then unanimously approved as Vice Chair of Food Services Committee for 2016-2017.

Chartwells Manager Update/Report – Mr. Barnett provided a 15-page handout for each committee member to introduce Chartwells' mission statement, staff, food venues, social media presence, monthly features of food quality, online food menus, and monthly special events. A midnight breakfast for students, served by faculty/staff, will be scheduled for later this semester; Mr. Shields will ask Executive Council to participate.

1. Students only want to see social media feed once per day.
2. Odette's is a pop-up market for lunch, Monday-Friday, in the GUC to provide another grab-and-go option. Future concepts are being discussed.
3. Mane Market (formerly known as Towers Cafeteria) allows student to swipe only once; however, faculty/staff cardholder can swipe multiple times.
4. Meals remaining balance is one of few features currently not visible. Requires customization between new platform for Mane Card (from NuVision to Blackboard software and new Sequoyah point-of-sale (POS) system. Additional tech support will resolve these features to give info familiar from previous software.
5. Frios Gourmet Pops (fresh, frozen, fun popsicles) is coming to campus.
6. A mobile gem cart will start at GUC and then circulate through campus. Upscale sandwiches will provide an additional option.
7. Moe's target date was end of October but will want open before January. Major hurdle is with state permits right now. A "soft" opening may be possible before end of semester. Moe's parallels Blue Burrito.
8. Burger 256 (in old location of A&W) in GUC is equivalent to Five Guys in meal options and pricing.
9. Committee members commended Chartwells staff for their friendliness, cleanliness and care of service.
10. Mane Market incorporates self-serve rather than line server for venues such as Taco Tuesday. This allows the customer to select their portion size. Staff were on hand to keep buffet well supplied and
11. Allergy-free zone installation is planned for summer 2017 at Mane Market; Cindy Conlon asks for input from Food Services Committee. How to house this zone is a factor in the planning, such as adding more lighting, another entrance, etc.

12. Camps & Conferences and SOAR for 2016 worked out well as Chartwells began its operations at UNA. University Events is discussing plans with Chartwells for 2017 camps and conferences.
13. Culinary Arts presently has no plans for weekly Wednesday lunch specials this semester at East Campus. It will be option of their new chef for consideration in the spring.
14. Students are excited with new changes. One concern is lengthy lines at peak hours, typically 10-15 minutes at Mane Market. Transaction times were a delay at first of semester and has been resolved at Mane Market. Chartwells will consider having another register open during peak hours at Mane Market; this will require an additional tech drop. Other ideas include a swipe-and-go for meal plan only or setting up lines for each tender.
15. Space is a constraint at Mane Market; renovations are pending further campus facilities planning, particularly with future student housing.
16. Brand standards for venues like Chick-Fil-A must be met for conditions such as hold time. Licensing stores and franchising stores have different food menu options so some may not be available at UNA location, such as seasonal. Also, pricing increases that occur (Starbucks) are global.
17. Chick-Fil-A is adding milkshakes to menu. Electrical panel limitations is a factor in implementing.
18. Convenience store pricing was addressed as a student concern. Chartwells must purchase from vendors that cater to convenience store format, therefore higher prices because it is a convenience store. They cannot purchase from Sam's, for example, and supply the campus convenience store.
19. Mane Market to-go boxes are doing well with students, now that they know they are available. Personal pizza is only available inside Mane Market.
20. Faculty/staff plans are still available. Purchase online is best on Firefox browser.
21. University Events is looking at new furnishings in GUC dining area and will accept feedback on ideas. No plans for flooring replacement.
22. Lion Loot can be used at Athletics events. UNA supplies food at Flowers Hall concession. Students get one free concession meal with student ID. Mane Card debit is usable at many campus functions.

3:30 p.m., Wednesday, November 2, 2016

Student Affairs Conference Room, GUC 207A

Chartwells Manager Update/Report – Ms. Barnett provided a colorful 7-page handout for each committee member which includes November and December Mane Market events and closing dates, as well as featured foods and Global Eats regional cuisine events. The late night breakfast for students, served by faculty/staff, is scheduled for Study Day, December 8, from 10 p.m. until midnight; promotional info is forthcoming. Additionally, an international food event is planned (not shown on calendar) for Thursday, November 17.

23. The gem cart is now on campus, parked at the Student Recreation Center. An awning is needed to meet permit requirements by the health department. Chartwells has been approved to have a one-day non-lunch items (snacks like pretzels, etc.) for the grand opening. After permit is acquired, the gem cart will be tied to the crEATe menu options.
24. Demolition for Moe's installation at GUC is scheduled for Monday, November 14. Panda Express is still targeting to open in January. More construction is involved with old dishwasher area and demolition is November 14. Mr. Bennett wants to provide time for staff training but would like to have a preliminary taste event at Moe's in early December.
25. Chick-Fil-A (CFA) should be ready by next week to offer milkshakes in medium or large. Flavor options are vanilla, strawberry, chocolate, and cookies'n'cream. Chartwells is trying to get approval to have cookies and burritos added to the campus CFA offerings.
26. Students have expressed dire dissatisfaction with the change in cheese on pizzas in Mane Market. Ms. Breer has heard and negotiated to revert back to the original cheese. Mr. Cooper is eager to share with this news with residents and other students.
27. Ms. Berry asked if hours could be changed on Saturday and Sunday at Mane Market. Students have activities away from campus before first meal is served at 11:30 AM. Chartwells agreed to consider this and weigh feedback from current survey. Ms. Berry recommended 11:00 AM rather than 11:30 AM opening time.
28. Another food item with some expressed dissatisfaction is the ranch dressing. Dr. Groetsch shared that students evidently have a very distinctive taste expectation for ranch dressing, although he did not

personally discern any taste problem. Ms. Breer stated that there has been some discussion to change the corporate-wide vendor. A healthy-eating, sustainable approach is the basis for food selections from Hampton Creek. Chartwells will look at alternative vendors for taste appeal.

29. Stone Lodge makeover will occur summer of 2017. Brick oven pizza and root beer on tap will be served.
30. Mane Market intents include a Chartwells suggestion for elevated seating in a constructed loft. Also under consideration on the Rivers Hall side of the eating area is a garage door opening for access to an outdoor eating area. Mane Market will be offline during summer of 2017 for renovations. Input from the Food Services Committee should be given to Ms. Conlon while plans are formulating.
31. GUC seating remodeling will occur by summer 2018 since Mane Market will be offline summer of 2017 and SOAR sessions will be underway June-July 2017.
32. Odette's would like to remain in the GUC after the opening of Moe's and Panda Express. Mr. Barnett and Ms. Breer are discussing their options and possible menu expansion.
33. Update on long lines is that they have improved. There are none going outside at Mane Market and CFA wait is under ten minutes, even when lines extend to entrance of campus bookstore. As Ms. Breer shared, it is common to see lines shrink on campuses at this point in the semester. Students have become more relaxed about times to classes, have discovered more eating venues on campus, and may have to budget any remaining Dining Dollars more closely.
34. Ms. Breer announced that a new kiosk for placing CFA order will be installed at the old Frostbite booth in The Commons to give students an alternative to standing in line. They place their order at the kiosk and then their order is announced when it is ready. Lion Loot and Dining Dollars are the two tendered pay options; the system will not accept meal equivalency by this online method. Both Chartwells and Sequoyah have hopes of developing an online app specifically for our campus. The corporate CFA app is proprietary and not available for campus use.
35. Ms. Flippo expressed a concern for eating options after December 17th closing of Mane Market, particularly for international students. They are polling students to see who plans to stay on campus. Ms. Breer stated that the retail options in The Commons (Chick-Fil-A and Starbucks) will remain open throughout holidays and winter break, except for Thanksgiving Day and Christmas Day. The campus officially closes December 22 for winter break.
36. Chair Dawson asked if social media feeds were still comfortable for students and staff. Committee feedback believes that it is not an overload and are comfortable to follow UNA Dining on Twitter. Chartwells has a new district coordinator for social media who will address needs on Alabama and Georgia campuses. The primary focus is based on interaction with content, not the number of likes.
37. Dining survey is open until November 30. A free drink is incentive for completion. Ms. Harper pointed out that the free drink link on Facebook does not work; Ms. Breer will have that problem corrected.

2:00 PM, Wednesday, February 1, 2017

Student Affairs Conference Room, GUC 207A

Chartwells Manager Update/Report

38. Mr. Bennett provided survey responses from Fall 2017. The data was light, desiring 500 for a campus the size of UNA but less than 200 participated in the survey. He will repeat the survey in Spring 2017 and increase the publicity effort to capture more student responses.
39. Ms. Harper asked if incentives would be used to attract more students to participate in the survey, such as free milkshakes. Mr. Bennett indicated that they are looking at options. They discovered in past efforts where one large prize is awarded that the response is still lower than expected; the better alternative is many smaller incentives available for many participants. Ms. Harper suggested adding a website at bottom of receipt to have a survey invitation for customers to complete.
40. Dr. Ogun expressed concern about the sample size of the survey, although the performance score was good. He recommends finding ways to get more people involved in the survey; Chartwells has a good product and we want to get the word out. Mr. Bennett agreed and added that 10% participation of the student population gives more accurate indicators; for UNA, this is 500-600 students.
41. Mr. Bennett announced that they have hired a full-time marketing manager, Daishu McGriff, from Auburn University at Montgomery (AUM) who had started as an intern with Chartwells. She is working on a master's degree in marketing and will begin on February 6. Jasmine Fleming has been part-time as a

- student but Chartwells realized that there is a need for full-time staff who is fully dedicated on their marketing effort to get to students. Daishu is outgoing and they believe a good fit for this campus.
42. The Chartwells website has been improved. Contact information for the managers and a friendlier user interface are some of the improved features.
 43. A few colorful 5-page handouts were distributed and reviewed. A February calendar featuring food events for Black History month will be expanded with input from some members of the Black Student Alliance. Survey results of all food venues has comments included by unit. The action plan that goes with the survey results will be presented at the next committee meeting. Other methods of feedback from students include social media and personal interaction with students.
 44. Mr. Bennett reviewed the statistics of Chartwells national performance among 280 colleges serviced.
 45. Social media has hit a stall with 214 followers on Facebook, 350 on Twitter and 372 on Instagram as of September. They anticipate that Daishu will boost these numbers as she was able to triple at AUM.

Mr. Cooper and Ms. Berry provided further student feedback which provided discussion on updates at each food venue:

Moe's -- Students inquired about how people were selected for the soft opening of Moe's. SGA and RAs were selected by Chartwells and then departmental staff members.

46. Line management at Moe's—Chartwells will provide more rope stands for this.
47. Distribution of chips with dip at Moe's—Chartwells is using the standard size for Moe's.

Odette's -- Mr. Cooper offered that students are still excited about the food options on campus: Chick-Fil-A as always, Krispy Kreme, Frios, and the return of Odette's this semester, now the opening of Moe's, and the upcoming Panda Express. He asked about the future of Odette's and would there be a permanent fixture for Odette's.

Mr. Bennett shared that they have not seen a reduction in Odette's sales due to the opening of Moe's and we'll have to see if that remains true. The future will depend on how Panda affects the outcome. Some small investment has been made for health permit purposes. Odette's interest in remaining on campus will be a factor, as well; presently they run about 100 transactions daily. Mr. Bennett asked what is driving the student interest and Mr. Cooper provided that it's a great option and it's a healthy option.

Restaurant prices are upscale but their pricing on campus is different because there is no overhead. Menu items may have been selected to keep within the competitive pricing of other campus venues. Odette's will consider their option to remain as Panda Express comes online and we see how their market share is affected.

Mr. Jennings offered that there are opportunities for using the designated GUC space for a rotation of food vendors from semester to semester, which would have to be negotiated through Ms. Conlon. By involving other restaurants from downtown Florence, Ms. Berry believes it will encourage students to become more involved with downtown. The consideration of health and safety parameters as well as food preparation utilities will have to be considered. Intentions are to look at this option after completing Mane Market and Panda Express.

Mane Market -- Mr. Starks commented that among students he interacts with, they have commented on pricing at various retail venues. They get more value from their meal plans at Mane Market. Mr. Bennett responded that they hope students see that value at Mane Market and that it is also the most nutritional source.

48. Ice cream machine at Mane Market—Under consideration.
49. Pizza kiln at Mane Market—This is a self-order personal pizza process. Ms. Breer recommends 6-8 minutes in the kiln. She says it will be promoted more; people are actually using it.
50. Non-dairy milk alternatives—Summer renovation in Mane Market will provide more counter space to add items like soy milk.
51. Revisions to Mane Market for summer 2017—Proposed plans are still in the works and are not yet ready for full publicity. Mr. Bennett described the desired changes which include expanded restroom capacity.
52. Dr. Groetsch gave affirmation on how accommodating the Mane Market was for a fellow faculty member and her students to convene and eat together there. Ms. Breer added that this is what they want to see happen, that Mane Market is a focal point for people to gather.
53. Departmental food cards for group events—Mr. Bennett can consider this setup with Cindy Conlon.
54. Mane Market self-service supplies—Whenever quantities in areas like the salad bar need refilling, guests can approach any of the Chartwells staff (wearing a gray coat) with their request.

55. Eco-to-go boxes—Ms. Breer stated that there is a good following. Not many boxes were turned in at end of the fall semester nor have many sold this term since everyone is still has theirs. It was suggested that marketing opportunities exist at SOAR 2017 for this to-go program. Since Chartwells has been on campus for a year, they can present more at SOAR. Ms. Breer has SOAR counselor presentation scheduled for May 2017.

Chick-Fil-A – One of kiosks is working; not sure what caused issues with the second kiosk but much work has been done to try to troubleshoot, possible software or Windows update, but they are working with the vendor.

Panda Express -- More questions came from the state to get license approval. Panda will own the operation and they have identified their subcontractors for the construction. They anticipate an eight-week build time. The dish area will be removed along with some of the faculty/staff meeting room. Their food line will be in the hallway and their cashier will be just around the corner inside where the food court is. Ms. Berry asked about combo prices. Pricing at Panda Express will be based on their corporate standards.

Third Rock—Some students, who are major-specific in the science building, have complained that hot food options are not offered. They consider present options are more like a snack, even though soup is available. Previous efforts to have hot dogs and plated hot foods were like “gas station” quality. Hot foods deteriorate under heat lamps and would not meet Chartwells’ high quality standards. Mr. Cooper will give further feedback and keep the committee updated on student experiences and preferences.

Stone Lodge—Mr. Shields reported that plans are on hold until a decision is made on how to use it.

New Nursing Building—Food area on first floor is included in the plans. It was suggested by students to include items like muffins as well as coffee. Plans are to make it like a grab-and-go like the Third Rock operation plus some baked goods and snacks.

Gem Cart—Mr. Bennett stated that responses to the food truck are not where they want it to be yet. The health department is their main hurdle, since this is the only food truck in the Florence area. The Gem Cart offers pre-packaged on-the-go food options; it is a mobile version of CREATE. They are hoping to add hot soups and hot sandwiches in the future.

Krispy Kreme—Mr. Bennett announced that Krispy Kreme sells more on UNA campus than at Walmart.

Collier Library—Ms. Conlon announced that they are looking at how to put coffee vending in Collier.

Summer 2017 Venues—The GUC will be used for SOAR and the Mane Market will have renovations. Camps and Conferences will have to be served as well, such as cheerleaders; buffets work better for these groups. We are increasing camps this summer, per Mr. Jennings. The Gem Cart and CREATE are good options as well as The Commons during the summer. Retail is very difficult for personnel planning in the GUC in the summer, with extreme fluctuations in customer numbers.

GUC Renovations—The front area and seating will look severely contrasted with the newness of 256 Burger, Moe’s, and Panda Express. Mr. Jennings is hoping that discussions will open up for revenue appropriations to upgrade the GUC and greatly improve the furniture in the seating area.

Internships -- Chair Dawson suggested having a culinary arts student intern with Chartwells; this is an idea which Ms. Breer is working on. The Career Center can provide internship setup.

2:00 PM, Wednesday, April 19, 2017
Student Affairs Conference Room, GUC 207A

Chartwells Manager Update/Report –

56. Ms. Breer began report with news that Ms. Daishu McGriff, who is close enough in age and can relate well with students, began in early February as Chartwells' on-campus marketing manager.
57. Ms. Breer reviewed the calendar of recent and upcoming events. In particular, a Food Waste Awareness is planned for April 21-28. A wall mural at the Mane Market dish room will display national and UNA campus statistics on discarded food quantities. Dr. Ogun asked how the information will be used. Mr. Cooper inquired about serving size of Mane Market french fries, which Ms. Breer replied are standard.
58. Chartwells handouts were reviewed after distribution to committee members. Ms. Breer commented on Daishu's results of marketing interaction through Facebook, Twitter, Instagram, and Snapchat (see attached email). A "Calling All Superheroes!" dining event for April 26 invites all to dress up as a favorite super hero for a chance to win a grand prize. Kale is the featured superfood for April 17.
59. The annual Late Night Breakfast at Mane Market has a Star Wars theme this year, "May the 4th be with you ...", which is scheduled for 10 PM to 12 AM for all residential students and served by President Kitts and his Executive Council. Residential students without a meal plan are welcome to enjoy this late night venue before final exams begin.
60. The Chartwells survey is moving forward. Tate Carden and Daishu McGriff are collecting surveys. Results and a link will be provided to the committee.
61. Ms. Breer's question about the future of the residence halls was answered by Mr. Shields. LaGrange Hall will remain but UNA may have to re-purpose it if new building projects are not approved by State (of Alabama). No new dining hall is forecast yet.

Mane Market – Both Mr. Shields and Mr. Cooper have observed good line of students at the entree side. Ms. Stevens noted that there is a good entree setup to get sample. Chartwells always wants the student to have the option to get more when they want it.

62. Cup sizes – These are the Chartwells standard. Students think that the cups are too small. Ms. Breer commented that corporate visits are frequent now because this is a new market.
63. Ice cream machine -- This is coming with Mane Market renovations this summer.
64. Renovations – An expanded salad bar will include protein option. A new cooler will include soy milk. An addition of booths and changes to lighting are also planned. During Christmas Break 2017, the mezzanine area will be added. The add-on with garage door access is anticipated for construction in summer 2018; this expansion will be needed for D1.
65. Cashiers – When students have exhausted their meal plan, it would be helpful if the cashiers could offer the student the option for other forms of tender. Mr. Starks asked if there were a balance summary on the receipt plan usage could be tracked; Ms. Breer stated that it is a Blackboard issue. Only four dining dollar "buckets" can be reported at this time.
66. Dining app – The Chartwells dining app will include text feedback. Both Ms. Breer and Mr. Bennett will see if the download statistics for UNA can be separated out.

Starbucks – A complaint was made by a student who was not allowed to quietly utilize a nice corner of the Starbucks area when it was open for business. Ms. Breer will address the issue.

Catering – There have been complaints of cost increases. Cost analysis has turned in statistics. Catering supports itself; no dining proceeds are used in catering operation. The cost for punch and coffee service needs to be re-evaluated, as requested by Mr. Jennings, particularly the beverage-only service. Others commented that this can be controlled by starting with a smaller size order on the CaterTrax request and adding more as needed during the event.

Frios -- Concern was expressed by Mr. Cooper that students may not be aware of where these frozen pops are sold. Currently they are sold at 256 Burger. He added that they can market to recognized student organizations as one approach. Ms. Berry inquired about more flavor options, which Ms. Breer replied that they are still working on the initial stock of Frios and, therefore, have not expanded options.

CREATE – It was suggested to get a cooler for Frios pops to have for sale during the summer. The Frios pops could be available for SOAR. The Student Rec Center will have summer hours 1 PM to 7 PM on Monday through Thursday and 10 AM until 4 PM on Friday. CREATE will be located in the SRC for the summer.

Panda Express -- Construction has discovered some unexpected piping and hood duct work configurations which involve the second floor of the GUC. Panda plans to open in the GUC before students leave in May 2017. Hiring posters are now displayed; day shift workers are needed. There has been good student response for work during evening hours. It was suggested that the job is posted on LionJobs.

Stone Lodge -- Mr. Shields reported that there are no plans for renovation. University Events has Stone Lodge for 2017-2018, since it is particularly sought for bookings during the 4 PM to 11 PM period.

Gem Cart – Customers have been athletes at certain times. It is a matter of finding the right place with good traffic. The gem cart is designed for hot foods. Mr. Cooper suggested that major events could utilize the gem cart on location. Ms. Breer envisions events such as movie night and others.

Summer 2017 Venues — The summer period of June 1 through August 1 will have camps and conferences feeding in the GUC. Starbucks, Moe's, and 256 Burger will open after May commencement. Chick-Fil-A, Starbucks, and Panda Express will serve from first of June onward. Also, CREATE is open in the Student Rec Center location. Ms. Stevens raised concern about the international student camps, hosted by Office for International Affairs, for three weeks in July into August. Mr. Jennings is working on those arrangements with OIA; students will live in Rice Hall.