

Food Service Committee
February 5, 2026
1300 Location: Online

In attendance:

Mr. Duell Aldridge (by position)
Dr. Helen Coronel (Faculty, 2027)
Ms. Cala Flippo (International Affairs staff, 2026)
Ms. Chloe Byrd (SGA, 2026, by position)
Ms. Holly Underwood (Staff at large, 2027)
Ms. Mackenzie Mwaura (SGA, 2026)
Dr. Lisa Harrington (Faculty, 2026)
Dr. Johnson Ogun (Faculty, 2026)
Ms. Alex Rhoades (SGA, 2026, by position)
Ms. Reanna Pipes (Housing and Residence Life Staff, 2026)
Ms. Bridgette Vickers (non-voting, Chartwell Marketing Team)
Ms. Susan Breer (Chartwell, non-voting, by position)
Ms. Megan Dye (Athletics staff, 2028)
Ms. Reanna Pipes (Housing & Residence Life)
Mr. Danny Dawkins (non-voting, by position)
Ms. Cindy Conlon (Business & Financial Affairs designee)

Absent:

Mr. Adi Aradhya Sharma (International Student/SGA)
Dr. Tammy Jacques (AVP Student Affairs, non-voting)

Call to order: 1300

Starbucks Contract Issue & Proposed Solution

Cala Flippo outlined a contractual and technical conflict: Starbucks' required point-of-sale system would eliminate meal-plan equivalencies and mobile app ordering if the current licensed store remained.

To address this, she proposed transitioning the Commons location to a Chartwells-operated concept that would *"We Proudly Serve"* Starbucks coffee. This model preserves student payment flexibility, including meal plans and mobile ordering.

Student Input & SGA Response

Flippo reported that SGA reviewed the proposal on the 15th and voted in favor of the transition. Student representatives emphasized that maintaining meal-plan and dining-dollar usability is a top priority, with cost sensitivity outweighing brand-specific preferences.

Menu Considerations & Dietary Needs

SGA representative Grace advocated for expanded gluten-free offerings, particularly at breakfast. Suggestions included gluten-free sandwiches and egg-based options.

Committee members also recommended leveraging successful Chartwells concepts and prior campus offerings to guide menu development.

Communications & Outreach Strategy

Members emphasized the importance of proactive communication to explain the rationale behind the change and mitigate potential concerns. Suggested strategies included:

- Collaboration with *The East Carolinian* (referred to as *Floral*), university communications, and SGA
- Student-facing videos and targeted messaging
- Focus groups and social media outreach

SGA representatives offered support for interviews and student-centered messaging efforts.

Operational Constraints & Menu Flexibility

Susan Breer noted that the Commons location lacks ventilation hoods, limiting the ability to offer certain cooked items and pop-up concepts without significant renovations.

She highlighted smoothies as a top student-requested beverage and emphasized that a Chartwells-operated concept allows greater flexibility to adjust menu offerings over time.

Committee Vote & Next Steps

The Food Service Committee voted to support the transition to a Chartwells-operated *"We Proudly Serve"* Starbucks concept.

Next steps include:

- Cala Flippo notifying Cindy Conlon
- Submission of the proposal to Executive Council (EC) for review

The meeting then transitioned to marketing and communications updates.

Survey Results & Action Planning

Bridgette Vickers presented student survey findings, highlighting top preferences:

- **Cuisines:** Pasta, sweet treats, mac and cheese bar
- **Beverages:** Smoothies (top choice), followed by energy drinks and dirty sodas

A voice-driven action plan is being developed to implement these insights, with rollout expected soon.

January Promotions & Operational Highlights

- Sampling participation: Main Slice (64), Café Leo (40), with low promo-code redemption
 - Strong sales growth at Main Slice, especially for chicken finger baskets and build-your-own pizza
 - Moe's Transact Mobile promotion resulted in 39 redemptions
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Residential Operations & Satisfaction Metrics

- "Chill" event hosted 289 guests with 46 dirty soda builds
 - Weekly grill pop-ups featured rotating menu items
 - January HappyOrNot satisfaction score reached 93%
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February Events & Activations

Upcoming events included:

- National Chopstick Day
 - Delightful (Feb 10)
 - Cupid's Workshop (Feb 12)
 - Matcha Bar (Feb 16)
 - Lunar New Year celebration (Feb 17)
 - DIY Hot Chocolate (Feb 24)
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Catering, LTOs & Menu Development

- Catering promotion: "Warm Up" (20% off select items)
 - Retail LTOs: Valentine's Mocha, Gold Rush Dulce de Leche Latte
 - Café Leo: New cup sizes and combo offerings planned
 - Moe's: New items, including a mobile-exclusive Junior Burrito and Monday promotion
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Retail Promotions, Partnerships & Rewards

Highlights included:

- Fujisan menu additions and market BOGO promotions
- Create's house-made Valentine's treats
- Chick-fil-A campus-exclusive Cupid's Brownie Sundae and reward bundles
- Starbucks seasonal bundles and mobile discounts

Communications, Staffing & Closing Updates

- Social media engagement increased, with plans to launch dining-hall hack reels
- Transact Mobile and punch-card redemption issues identified, with a campaign planned
- Staff were recognized for support during the recent ice storm
- Cassidy Eastman was introduced as Assistant Director of Retail

The meeting concluded with a note that Susan Breer and Cindy Conlon will provide future updates on upcoming initiatives and concepts.

Adjourned at 1331

Next meeting TBA