

**FOOD SERVICES COMMITTEE  
MINUTES OF THE MEETING OF NOVEMBER 11, 2011  
GUC ROOM 207**

**Call to Order**

The Food Service Committee met on October 14, 2011, in Room 207 of the Guillot University Center. The following members were present: Mr. Ralph Akalonu, Dr. Phil Bridgmon, Dr. Tina Hubler, Mr. Alan Kinkead, Mr. Nathan Meints, Ms. Joy Mallard, Mr. Johnson Ogun, Mr. Robby Thompson, and Mr. David Shields. Bret Jennings, committee chair, called the meeting to order at approximately 1 p.m. Beth King, Sodexo Marketing Representative, attended at the request of the committee.

**Adoption of Agenda and Minutes**

The agenda and October 24 minutes were approved by consensus.

**Old Business**

None.

**New Business**

- Beth King, Sodexo Marketing Representative, presented committee members with information packets that included a calendar of special promotions, the marketing plan for the fall semester, and the plan for the entire year. She also discussed specific strategies Sodexo is considering or have implemented such as:
  1. Hiring a student promotions coordinator. This would preferably be a sophomore who has been here long enough to be familiar with the campus, but still have a couple of years left on campus.
  2. Offering voluntary meal plans to sophomores.
  3. Allowing dining dollars to roll over through the spring semester. They will communicate a reminder to students mid-spring that dining dollars expire at the end of the semester.
  4. Incorporating a Starbucks and Chick-Fil-A in the proposed Academic/Student Commons.Beth also informed the group of a Sodexo Student Board of Directors that brings students from all over the country together to review food and promotions for the upcoming year. This year's board includes a student from UAH.

**Suggestions**

- Find ways to communicate with students
- Market to, and partner with, student groups

DRAFT – will be submitted for approval at the December 9, 2011 meeting

- Look for peak times where there are groups of students available for marketing opportunities
- On-line options for purchasing meal plans, dining dollars, lion loot, etc.
- Creating incentives for faculty/staff

**Announcements**

- Alan Kinhead will bring the results of the Synovate survey to the December meeting.
- Tour of GUC food services at next meeting on December 9, 2011, at 1 p.m. Meet in GUC 207.

**Adjournment**

The meeting adjourned at approximately 2:20 p.m.

Submitted by:

*Kelly Ford*  
Recording Secretary