

Food Service Committee

March 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) (Proxy Grace Zills)
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 Conversion & Café Leo / Turbo Coffee Discussion

Susan announced that ECU has approved the transition from a fully licensed Starbucks to a *We Proudly Serve Starbucks* model. Due to the lack of hooded cooking equipment, the location will remain limited to primarily grab-and-go offerings.

The group discussed Turbo Coffee's interest in operating within the Café Leo library space. Proposed operations would place Turbo under Chartwells registers. Key discussion points included:

- Pricing must remain consistent with off-campus locations
- Student preferences and demand
- Brand overlap concerns
- Expectations for employee conduct

Decision Process & Stakeholder Feedback

Committee members raised questions regarding vendor motivation, pricing structure, and menu offerings. To inform decision-making:

- Student representatives will conduct an SGA poll
- Committee members will gather informal feedback from colleagues

There was strong agreement that menu differentiation should be intentional to avoid internal competition between concepts.

Newsletter & Retail Recap

Bridgette Vickers presented the March newsletter, highlighting:

- Retail performance metrics and LTO (limited-time offer) results
- Strong sales from items such as Gold Rush lattes, Chick-fil-A Brownie Sundaes, chicken finger baskets, and build-your-own pizza
- Increased engagement across social media, DineOnCampus, and Transact Mobile (including improved rewards redemption)

She also previewed upcoming promotions and events, including National Cereal Day and Late-Night Breakfast scheduled for April 30.

March Events, Catering & Programming

Bridgette reviewed March programming, including:

- National Cereal Day
- DIY Refreshers
- The Great Spring Spread
- Late-Night Breakfast (theme to be selected via student vote)

Catering highlights included Night to Shine and the Tim Tebow event. Wellness and sustainability efforts featured student-athlete outreach and collaboration with Health Services through the Struggle Bus initiative.

Communications Plan & Survey Webpage

A new webpage will be launched to explain the Starbucks transition, including:

- Rationale for the change
- A text-to-chat feature for feedback
- Three sample menus for potential replacement concepts

The page will be shared via a Transact Mobile message due to its length.

Feedback Distribution & Outreach

Bridgette will share the webpage link with the committee and invited suggestions for broader outreach. Alexandra Rhoades proposed creating an Instagram graphic with a QR code to increase student engagement and volunteered to design it.

Staffing & Recognition

- Recruitment is underway for a Fall 2026 communications intern via the Compass careers site
 - Derek Mathis was recognized for his five-year anniversary and his contributions to Main Market
-

Recent Food Events & Promotions

The team reviewed recent initiatives, including:

- Italian rice bowls
- National Chopstick Day challenge
- Preview Day participation
- Weekly performance circle at Main Market

These events were well received, with attendees expressing appreciation for continued engagement efforts.

Equipment Outage & Service Update

Student concerns were raised regarding reduced Starbucks service. Susan reported that both espresso machines are currently down. Technicians have made multiple visits, parts have been ordered, and service is expected to resume once repairs are completed (anticipated next week).

Adjourned at 1331

Next meeting TBA