

**Food Service Committee Meeting
Minutes
October 01, 2001**

Members Present: Charles Blackwell, Dr. Kurt Czupryn, Laurey Ellertson, Trey Erwin, Pat Fogarty, John Garrison, Kevin Gilley, Richard Giagnacovo, Jennifer Howe, John Powell, Andy Rhoades, John Root, Charlie Salas, Dr. Joanne Smith, Cindy Taft.

Discussed Items

1. Everyone acknowledged receiving copies of the September 10th minutes that were sent electronically.
2. Marketing Update – Cindy Taft: Cindy updated the committee on our grand openings and other Marketing events that have taken place as well as those that are scheduled. Socrates Express had its grand opening on September 5th. We had representatives from the company, Kronos Products, which is the supplier of the product for Socrates Express. So far the concept seems to be getting good reviews from our customers. The Big Cin was showcases at the Student Center on September 25th. The Pillsbury Doughboy was there with samples and other give-aways. Austin Blues had its Grand opening on September 26th. We had Food sampling and gave away some items to random students. Also we kicked off the Starbucks coffee offering at the Den with a Mountain Bike give-away. Additionally a watch was also given away.
Paws and Go II is scheduled to have a Grand Opening on 10/02/2001.
3. Charles Blackwell updated the committee on the new concepts and how they were doing as of the first month of operation. Jones Dinner is showing an 11% increase in overall participation this semester. Charles said that the Coup De Lisous is doing well at Jones. In the Den meal trades are up 8.2%. Cash sales at the Den are up 2.3%. At the LBJ Socrates Express is doing about 192 transactions per day, while the Island Breeze smoothie concept that was there averaged 60 transactions per day. Casa Ortega is doing very well at Commons. Students have had good things to say about the fresh tortillas.
4. Meal Plans will continue to be reviewed but at this time there appears to be no quantifiable reason to change the current 100 – 150 – 200 – and 250 Meal Plans. John Root researched the meal plan usage as of October 1, 2001. and found the following:

Meal Plan	Meals Eaten	% of Meals Eaten
100	28.15	28%
150	37.74	26%
200	50.36	26%
250	67.38	27%

The numbers above reflect that our students appear to be budgeting their meals based on the plan they are on. Currently 31% of our meal days are gone. This would indicate that all our students on average are currently using the right amount of amount based on the plan they chose.

5. The committee will continue to review the effect of meal trades on our cash operations and explore what changes may occur for the Fall 2002 semester. Any changes in the meal trade times or offerings at this point are deferred until Fall 2002.
6. Richard Giagnacovo passed out copies of the new Catering Guide. He noted that this was not the final document and more changes would be made in the coming weeks.

The next Food Committee meeting is scheduled for November 12, 2001 4:00 pm at Jones Diner Food Court.

xc: Mr. Bill Nance
Dr. James Studer