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**Food Services Committee**  
**Meeting Minutes**  
Wednesday, April 9, 2014  
Culinary Arts Center, East Campus

1. **Call to Order** – Chair Ogun called the Food Services Committee meeting to order at

students at the East Campus. Voting members present were Chair Johnson Ogun, Vice Chair Allison Taylor, Ms. Casey Childers, Mr. Bret Jennings, Mr. David Shields, and Ms. Donna Tipps. Non-voting members were Mr. Alan Kinkead and Ms. Gwen

Turner. Guests were Jennifer Irons (Manager, Debit Card System, Mane Card) and Cindy Conlon (Assistant Vice President for Business Services, Procurement).

2. **Approve Agenda** – A motion made by Allison Taylor and Bret Jennings was unanimously carried to approve the agenda.
3. **Approval of November 12, 2013 Minutes** -- Casey Childers and Allison Taylor motioned and a vote unanimously accepted notes from March 11<sup>th</sup> meeting.

No option is given for making debit card purchases with the Lifestock

debit.

**3) More options in the C Store (specifically grocery)**

Results from the student poll indicated a desire for more grocery items in

personal care items and food options to keep in dorm room for longer time, like bread.

- At least 70% of residents have their own microwave oven and refrigerator, as explained by Allison Taylor, Residence Life Area Coordinator.

Response by Quinn Turner and Alex Winograd

- Question asked if an online order form is possible and suggested that a to-go package could be available through C Store and purchased with meal plan.
- The discussion leaned in favor Simply-to-Go type option and to have a meal equivalency at C Store and Towers.
- Consensus that a specific menu is the best way to offer this service.
- All of us need to communicate the SOAR info throughout the semester.
- Discuss further the meal plan equivalence and whether it affects meal plan rates and dynamics, since food is already prepared.
- David Shields stated that new marketing is needed. For example, signage at the cafeteria line could include attention getters if student missed meal plan to night class and options available like such as eat C Store until 10

PM.

Cindy Conlon added that the calling mechanism will have to be done by...

with summer enrollment. Jennifer Evans noted many other consumers beside

summer enrollment, such as SOAR sessions, employees, camps, and conferences. David Shields reiterated that we need to let the community know consistent hours of operation. Kinkead responded that he was willing to try; Chick-Fil-A was not budgeted to be open during summer. Donna Tipps recommended that they commit to a time period and not close after only three weeks into the process to allow greater response.

Opportunities for marketing exist Students need to experience life on campus in

SOAR sessions. Marketing in the community and among staff is key. Community groups from many parts of the state come to UNA campus to see the lions. Simple ideas like a giant cut-out passion fruit drink for Starbucks placed near downtown will draw consumers. The community needs to know these retailers in the Commons are not limited to students.

Also, we need to know if retailers in GUC (<sup>W</sup>A&S, Pizza Hut, Einstein Brothers) will be open and that information publicized now rather than later. ✓

Cindy Conlon introduced The Commons Experience card as a marketing tool. The 2,500 cards will be distributed to incoming new students and 1,000 cards will go to returning students who are registered. We can partner with Honda