

Dining Services Advisory Committee

Meeting Minutes

April 26, 2017

- 1) Introductions and Welcome
 - a) Jenny Behling, Eric Benson, Chris Kadrich, Tyler Ratkowski, Theresa Schommer, Matt Sirinek, Pam Watters, Max Yahr
 - b) Goodies passed out from Stone Creek Coffee and Einstein/Caribou

- 2) Taste of Waukesha Events – Featuring Potential Campus Partners
 - a) Einstein Brother Bagels/Caribou Coffee – April 11th
 - b) Stone Creek Coffee – April 12th

- 3) Compass in the Community Events
 - a) Hope Center Meal – April 7th
 - i) Student Orgs serve meals 1x/semester
 - b) Guardian Angel Fund Share A Meal – April 13th
 - i) Good turnout
 - ii) Supports students at Carroll who are in hard times to fund tuition
 - c) National Day of Service – April 27th
 - i) Use donated swipes to purchase food and donate
 - ii) Nation-wide effort to donate to food pantries
 - iii) Typically meet or exceed Goal of 40,000 meals

- 4) Potential Concepts – Sampling Results
 - a) Challenges with Second Cup being a Canadian company
 - i) Difficult to source and receive products
 - ii) Poor distribution in the US
 - iii) High cost to bring products over the border
 - iv) Growth model didn't work as well as anticipated
 - b) Recognize changes and opportunities for new concepts
 - i) Fit CU culture
 - ii) Many options for pizza already available
 - iii) Provide more sandwich options
 - iv) Expand service hours
 - c) Einstein/Caribou Coffee
 - (1) Blend of two concept brands with coffee and bagels offered in one store
 - (a) Standard menu options but may be more limited than regular Einstein's
 - (b) Also have catering option
 - (c) Can add stand-alone kiosk down the line
 - (2) Not much planned to change seating initially but looking at long term plans to create comfortable environment
 - (a) Drawings detail how the concept fits existing Carroll space replacing 2Mato
 - (b) Making room for bagel oven and coffee bar
 - (3) Considerations in the works for potentially transforming Verde
 - (4) Capital investment provided by Chartwells under contract but becomes CU dollars
 - (5) Concept is established on other campuses and will provide reasonable meal exchanges

- d) Stone Creek Coffee
 - i) Advantage of being a local roaster who works closely with farmers in keeping a “Farm to Cup” concept
 - (1) Additional marketing and presence in community with other stores
 - (2) Educational opportunities
 - (3) Recent additions include a café space at radio 88.9 in Milwaukee and new store in Madison
 - (4) Provide coffee and full bakery sourced directly
 - (5) Looking into the opportunity to visit a store for a tour and sample menu items
 - ii) Better fit for replacing Second Cup and utilizing existing space
 - (1) Minimal changes necessary to footprint of space in Second Cup area
 - (2) Not a huge investment as far as equipment and space renovations
 - (3) They are committed to providing overall look and feel
 - (4) Diagrams include examples of chachkies available for the space
 - iii) Length of service contracts?
 - (1) Theresa followed up with Scott stating there is no contract length
 - (2) Contract is with Chartwells as our service provider
 - iv) Hoping to make changes over the summer to be available in the fall
 - e) Survey Results from Campus Samplings
 - i) Scores above 4 for both concepts
 - ii) High responses in favor bringing to CU
 - iii) Criticism of Stone Creek was limited offerings for sample presentation
 - f) Longer term planning in the works to expand other offerings
 - i) More inviting environment for students for collaboration
 - ii) Hoping to open up space and make it brighter
 - iii) Must consider investment and financial impact
 - (1) Title 3 grant may help provide additional resources
 - (2) Dining services as part of Auxiliary Services is revenue based
 - (3) May be a royalty fee
 - (4) No franchise fees
- 5) Questions/Concerns
- a) Student Feedback regarding new dining concepts is positive overall
 - i) Still feeling like it’s not enough variety for those who would like options beyond just a sandwich or salad
 - ii) Saturation of market being similar to ABP, Verde and Second Cup
 - iii) Would like to see a venue like Panda Express
 - iv) Excited about cold brew coffee at Stone Creek for better tasting coffee
 - v) Like the idea of breakfast sandwiches vs. using full meal swipe in MDR
 - b) Other Considerations moving forward
 - i) Mexica and Asian are top requests on surveys
 - ii) Challenge is to find a variety of options and maximize space
 - iii) Exploring other options is part of next phase