

Project Name UO Erb Memorial Union Renovation and Expansion
Project Number 110451
Purpose Food Services SAC Meeting

Date August 22, 2013
Location EMU Rogue River Conference Room

Attendees	Name	Organization
	User Group:	
	Gregg Lobisser	UO, Student Affairs, User Group Chair
	Dan Geiger	UO, EMU
	Laurie Woodward	UO, EMU
	Dana Winitzky	UO, EMU
	Allen Faigin	UO, EMU Foods
	Brooke Eisen	UO, EMU Marketing
	Fred Tepfer	UO, CPRE
	Consultant Team:	
	Natasha Koiv	SERA
	Eric Philps	SERA
	Joyce Fasano	Brailsford & Dunleavy
	Nicholas Gaber	Brailsford & Dunleavy

Discussion Items

1.0 FOOD VENUE TYPES

- 1.01 Size Allocations / Respondents
 - Laurie said she can reallocate storage space to allow more back of house food venue storage if it is needed to make the venues viable.
- 1.02 Food Concepts
 - UO commented that cost criteria needs to be ferreted out in the survey, anticipate “frugal” will be of high concern
 - Joyce reviewed possible food concepts to include:
 - “Freshie Concept: locally sourced in season, fresh, build/customize for wraps, soups, salads, noodle bowl – menu changes occasionally with new sauces, require 800-1,000SF including front & back of house
 - Deli Sandwich Concept: open to variety of possible vendors, currently Subway is using ~ 400 SF, but typically would require 600-700 SF
 - Snack Concept: pretzel concepts as an idea, stay open later hours, requires 700-800 SF
 - Smoothie / Extracted Juice Concept: jamba juice was here and did not make it – weather/cost ?
 - Panda Express – most successful of the current vendors, likely to resubmit/remain in EMU
 - Italian vs Mexican: need the survey to tell us which would be preferable - pizza vs burrito type
 - Burger / Pizza – both potential viable options for a Pub setting, but don’t duplicate with one of the smaller upstairs venues
 - Need all vendors to offer something that serves the daytime/lunch service
 - Need to include snack type venue, as well as main menu vendors

- Pub Venue: Pub venue allows itself to be a higher price point for the food menu.
 - Good food place, that serves good beer and wine. Ability to bring in both the under-21 & over-21 customer.
 - Beer & wine service (on tap), and even a full liquor license.
 - Don't restrict the food type for this venue.
 - This may not be a national brand, local brand may be more appropriate as a local vendor to be a campus partner
 - Programming: small stage or area for music, pool tables/foos ball limits the use because it's hard to move around
 - Encourage the vendor to be open to programming uses; include in RFP to be campus partners and work with EMU to carry on activities

- Coffee Venue:
 - Need to decide is it a coffee concept or a diner serving breakfast
 - Food slows service down and reduces the coffee shop service volume, need to focus on **volume service**
 - **Coffee concept** with limited food – danish, heat and serve, as preferred direction per SAC as opposed to the Buzz type venue they have currently
 - As you walk by you need to be able to see how busy it is.
 - Adjacent space needs to offer comfortable seating
 - Coffee Venue requires 650 SF without seating, (more SF if seating within the space but this is not the recommended approach)
 - Maybe consider alternate locations, SERA to check SF/impact to lobby design, Joyce to provide feedback on appropriateness and most viable location.

2.0 SURVEY

2.01 REVIEW DRAFT SURVEY

- Send to all students and staff / faculty, separate out the results
- Remove the student #
- Allen to update all the existing campus food opportunities
- Reframe #19 for choices; add a separate question about National Brands choices
- Add question about local / national coffee brands preference
- Any incentive to students to complete the survey? Campus cash?
- Joyce to update the survey

3.0 HOURS

- Need to consider hours of operation of each venue: 8:00 – 6:00 PM as normal.
- Pub extended hours.

NEXT STEPS

- Draft Survey Update – from Joyce, final input from UO
- EMU Marketing to handle the survey distribution in September
- RFP for Vendors – Martina to set up a conference call

End Time: 11:20 AM
 Recorded by: Natasha Koiv
 Date of Report: 8/26/13