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 800-1,000 SF 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