

Project Name UO Erb Memorial Union Renovation and Expansion
Project Number 110451
Purpose Subject Area Committee – Food Service
Location EMU Umpqua Conference Room

Attendees	Name	Organization
	User Group:	
	Shelly Pruitt	UO, EMU Food Service
	Gregg Lobisser	UO, User Group Chair
	Dan Geiger	UO, Outdoor & Bike Program
	Dana Winitzky	UO, EMU Staff
	Laurie Woodward	UO, EMU Director
	Jessi Steward	UO, EMU Assoc Director
	Margaret Hoff	UO, EMU Food Service
	Allen Faigin	UO, EMU Food Service
	Project Staff:	
	Martina Oxoby	UO, CPRE
	Consultant Team:	
	Natasha Koiv	SERA
	Carissa Mylin	SERA
	Laura Grover	SERA
	Eric Philps	SERA
	Joyce Fasano	Program Managers

Discussion Items

The current approach to food service is to have 7 outlets run by outside vendors, with TI work done by the vendor.

UO will ask for a 5 year minimum lease, maximum of 10 years.

The function currently served by the EMU commissary kitchen will shift to housing, or EMU could manage a satellite operation.

EMU food service started a committee of interested students in the end of spring term 2013 (approx. 10 students). It was discussed that with the number of out of state and international students, recognizable, national brands might be appealing. Concepts that arose were Asian food, a pub, pizza, burgers and tacos. There are also contingents of students who are more interested in sustainable, local, organic, healthy, vegan choices.

UO is interested in a survey (i.e. Survey Monkey) to be sent out to students, faculty and staff. Joyce noted that she has seen good numbers of responses over school breaks, when students have more time. It was discussed that a survey might engage the registrar's office and EMU marketing. The survey will need to be controlled so people can only respond one time.

Some students don't make much use of their UO email accounts, but they are required to have it and check it for classes. UO email is the best media to reach students for the survey.

The survey should address questions related to the type of food, origin of the food (i.e. local, sustainable), lifestyle questions and cost. Survey responses will indicate which vendors to target. Having a survey is a good way to demonstrate to students that their input is desired.

Students often expect less than market prices on campus.

The survey should address at what cost will students choose sustainable options .

Gregg noted that it may be hard to reconcile survey preferences versus real life choices. For example people may vote for healthy choices but go for the hamburger.

Natasha asked how the pub and coffee shop offerings might influence other choices.

Joyce noted that pub vendors will have a volume expectation to be interested in a lease. Could the pub provide breakfast service? This may not be well used by students, who tend to have breakfast as late as 11 am.

Laurie brought up the question of the balance of food and beverages in the pub. There should be an emphasis on healthy drinking behaviors.

Joyce said students will say that they will have a drink on campus, but they don't want to be seen by professors having too much.

The pub could be a draw on game days- a place to go before or after the game. It could also be a place to watch away games.

UO needs advice on pairing pub and coffee shop offerings so they are complimentary, not competing. Could they be run by a single operator? Joyce is not aware of many examples of vendors who run pubs and coffee outlets.

Should be pub be a full bar? UO Administration does not seem to differentiate beer/ wine and full bar service at this time. Normalizing drinking alcohol and teaching safe drinking behavior for students of legal drinking age is a positive outcome. Joyce noted there is a trend toward specialty cocktails and that they can help attract clientele. Some breweries also distill.

The group discussed branded/ national coffee chains. It was noted many people have negative views of national chains (Starbucks), but they still do a huge business. UO students have a bias against corporate/ toward local.

EMU food vendors are currently dealing with competing outlets selling the same things. The pub and coffee shop should be set up to succeed with different offerings.

Joyce inquired if the space currently shown for the coffee shop kitchen could be used for the counter/ serving area, to allow more seating space.

Shelley said a kitchen space for a coffee shop would be a draw for potential vendors.

The food service design will need advice on the right amount of kitchen area (this is also somewhat dependent on the vendors).

In terms of the construction schedule, the food service outlets need to be open at the same time the renovation is completed. Surveys should be sent out early in fall term 2013. Joyce will send a set of questions

for UO to review. Need to have an identified set of concepts by October, and vendors selected by winter term. Vendors also need time to complete the lease agreement.

If the RFP process does not secure enough responses in the desired categories, the concepts may need to be adjusted. RFPs should be written very clearly and with enough information for both local and national vendors to have a clear understanding of the expectations. Leasing information should be included in the RFP.

For seating, the currently programmed quantities (395 food service seating not including the pub and coffee shop, and 900 public seats) are probably about right. Vendors will consider seating opportunities for patrons. UO would like a variety of seating, with not too many tables and chairs, more benches to increase seating density and choice. In general, keep the table seating closer to the food zone.

Trash and recycling locations will need to be considered if food is going all over the building.

Joyce brought up the possibility of offering vendors the opportunity to provide food or vouchers for conference attendees. Conference attendees like to have choices and like to get out of the rooms for breaks. UO could also provide pre-paid debit cards for food purchasing and market to other campus attendees such as people on tours.

Gregg noted that the remodel of Straub Hall will increase the number of students and faculty in the vicinity.

All current tenants are on a 1 year lease except for Panda Express. They signed a 6 year lease about 2 years ago. They are the most popular food vendor currently at the EMU. Inclination is to keep them unless there's someone who can have more success.

The group discussed RFP requirements for compostables and bottled water. Styrofoam is not allowed. Compostables are preferred, but there is a cost premium that is typically borne by the UO.

Most major vendors will not honor coupons at campus locations.

The pub and coffee shop should use non disposable items as much as possible.

Joyce would like a sample of a vendor lease agreement.

Tenants will need to know what size of space they are proposing on.

UO is not technically required to advertise the RFP but they will.

The RFP will need to be reviewed by Procurement.

Panda Express is currently 756 square feet. Holy Cow is 935 square feet (interior queuing).

Cook-to-order is popular now, as is cooking on display/ visibility. People like to see the food being handled appropriately.

The group discussed food carts. They could be used to provide service during the renovation. Per Joyce, other campuses have provided them for short term needs and they end up being permanent due to their popularity. They can fill a void in underserved parts of campus. UO Housing has considered buying and operating carts themselves.

The convenience store has given a verbal approval for co-locating in the Duckstore.

Currently when student or staff organizations provide food for gatherings, EMU vendors store it for them. It would be good to have such a place in the remodeled building. Need an ice machine and cooler.

Food for outside events scheduled through Scheduling and Events Services comes from UO Housing and is brought by truck. No infrastructure is needed in the EMU.

Will table service be provided in the pub? That is to be determined by the vendor.

Wrap-Up / Next Steps

- UO and Joyce Fasano to review lease documents and draft survey questions.

End Time: 5:00pm

Recorded by: Laura Grover

Date of Report: 07/23/2013