

Project Number 11045
Purpose Subject Area Committee Meetings
Location Bean East Conference Room
Start Time 2:00 PM

CONFERENCE REPORT *Food Service*

01 THOSE PRESENT

EMU Food Service

Allen Faigin, Shelly Pruitt, Joshua Harris, Margaret Hoff

University Housing

Tom Driscoll

University of Oregon, Campus Planning and Real Estate

Martina Bill, Fred Tepfer

University of Oregon, Student Affairs

Gregg M. Lobisser

EMU User Group

Wendy Polhemus

EMU

Dana Winitzky

Envision Strategies – Food Service Consultant

Peg Rodger

AC Martin

Bob Murrin, Tammy Jow, Christopher King

SERA Architects

Natasha Koiv

02 DISCUSSION

- a. Peg Rodger provided a food service assessment.
 - 3,800 students are served three meals a day.
 - People will walk three to five minutes for food.
 - People will look for nearby food carts within the 3-5 minute radius.
 - Based on the campus website, there appear to be 700-800 staff/faculty at UO. Fred Tepfer (CPRE) will provide verified staff/faculty numbers per building.
 - The peak customer count at lunch time is 3,250.
- b. Seating
 - An indoor seating area allocation is assumed for Eugene, Oregon at 15 sf/person.
 - The seating count does not include outdoor seating currently.

- The seating arrangement at the AAA Hearth is all large tables. People will share. For reference, see Fullers Coffee Shop in Portland in the Pearl District.
- c. How brand sensitive are the students at UO?
 - The students do not want this to be a mall – assuming national brands.
 - The food culture is uniquely Eugene.
 - There should be a balance of offerings for food choices.
 - Data from student surveys taken a decade ago is now invalid.
 - Make this a destination. Students are not the only ones served, although they are the majority. EMU Food also serves parents, etc.
 - When food opportunities (platforms) increase, there is added labor.
 - Laughing Planet and Voo-doo Donuts.
 - Consider local vs. national brands.
- d. Peg reviewed the market capture rate.
 - 20-35% brown bag, students who grab food off campus on their way in.
 - 10-25% food from union.
- e. Pub
 - 80 seats
 - 1200 – 1400 sf back of house/kitchen
 - Can be remote
 - Needs loading dock or loading access
 - Should have entertainment, pool tables, band, live performances
 - Synergy with the Performance Center and possibly with the conference center.
- f. Campus Catering
 - All catering currently is off-site catering.
 - Food is brought onto campus in hot boxes.
 - There may be a need for space for a dozen hot boxes.
 - Space is required to plate food. The space should include water and ice machines, coffee makers, and a juice machine.
 - Catering trucks do not currently fit in the loading dock because the dock is built for 18 wheelers. The dock is too high.
 - The path from the loading dock to the freight elevator is challenging.
 - When serving the Ballroom, catering uses the Maple and adjacent conference rooms for plate-up services.
 - The largest meal served has been 450 at the EMU.
 - The biggest issue is back-of-house access. Service is better behind the scenes. Service should be invisible.
 - Multi-use catering pantry concept:
 - o Cabinets above three compartment sink
 - o Space could double-up as prep area for the convenience store's emporium.
 - o Allen can hold cooking classes here.
 - o Add infrastructure for plumbing.
 - o Needs to be health department ready.
 - o Workers at the catering pantry/plating use public toilet rooms.
- g. Loading Dock
 - Needs levelers with direct access to freight elevator.
 - Needs bumpers.
 - Needs better access from the street.
 - Environmentally controlled dock – maintain the cold chain.
 - Provide cover from the rain. The existing canopy is sagging and held up by a post.
 - The loading dock could be expanded toward the southwest corner.
- h. Late Night Zone
 - Thursday, Friday and Saturday nights.
 - What do students eat at late night hours? Healthy vs. realistically – chips, pizza, energy drinks, carbos, etc.

- At UC Riverside, Denny's Express has been a successful late night option. Students were surveyed and wanted breakfast options at late night.
 - The grill will be in the pub. Where you have a grill, you need a hood.
 - Late night venues would be fed by student organization suites, as well as AAA students.
 - Bright lights – advertising, marketing – will not get through campus planning and does not comply with LEED goals.
 - The EMU needs to be a “beacon”.
- i. The Coffee House and Pub can be separated from the food platforms. They are self-operated and “uniquely Oregon”. Microbrew at the pub. There is an opportunity for “quirkiness” here.
 - j. The C-Store is also self-operated.
 - k. A survey needs to be crafted to understand what students want today.
 - l. If the Duck Store becomes a part of the EMU, retail storefront is needed. It cannot be land-locked, but in a prominent location.