



California State University, Dominguez Hills
Campus Dining Services | CSUDH Foundation
Food Advisory Forum – Wednesday, February 14, 2018 at 1910 Café & Lounge

1.) Call to Order and Attendance

Associate Executive Director of the Foundation and Director of Commercial Services, Richard Chester called the meeting to order at 2:37 p.m.

Attendees:

Dr. Marcelo Vasquez, AVP Student Life/Dean of Students, Student Life
Cecilia Ortiz, Director of Loker Student Union
Richard Chester, Assoc Exec Dir of the Foundation and Dir of Commercial Services
Ed Fimbres, Campus Dining Manger
Olympia Woods, Marketing Coordinator of Campus Dining and Commercial Services
Mario Ibarra, Campus Dining Supervisor (1910 Café & Lounge, DH Sports Lounge)
Shirley Arceneaux, Administrative Analyst Specialist, College of Education
Troy Bartels, Coordinator of Leadership and Student Engagement, Student Life
Christian Sanchez, Student
Amber Moreno, Student
Rosita Sary, Student
Amanda Pablos, Student
Sommer Shanklin, Student
Sylvia Linkline, Student
Mirian Parra, Student
Gabriela Atilano, Student
Anthony Thompson, Student
Jessica Lopez, Student

2.) Assoc Exec Dir of the Foundation and Dir of Commercial Services' Overview

Richard Chester reported that this forum is to get students, faculty and staff to understand what Campus Dining Services does and how all in attendance can help change the future of their dining experience by expressing their wants, needs and concerns. Chester went on to ensure the group that it is not his intent to drive Dining Services without taking a thoughtful process towards future changes. Chester informed the group that the take-away from the last forum on Wednesday, February 7, 2018 was that, “Healthy Options” are a big ask. However after looking at the results from the ice breaker exercise, many people have a different definition of what “healthy” is. Herein lies the challenge of

Campus Dining Services. It is the responsibility of Dining Services to take 15,000 student wants and needs and reel it in to a few operations. Chester went on to mention, that in this forum the goal is to get a grasp on what healthy options mean to all those in attendance.

3.) Ice Breaker

Richard Chester asked those in attendance to write down five words or phrases on five different post-it notes to place onto the white board under five categories: Healthy/Fresh, Alternative to 1910, Open Concept/Buffer Style, Juice & Iced Teas, Franchise. This exercise helped identify the diversity in perception within the said categories.

From that exercise, the results were as follows: (a.) Fresh fruit (b.) Fresh fruit, Bionicos (c.) Hot meals that are healthy (d.) Whole fruit, oranges, apples, bananas (e.) Fresh options/smoothie where Jamba Juice was (f.) More fruits and vegetables with sauce or seasonings (g.) More creative/enticing dishes with fruits and vegetables (h.) More vegan and vegetarian options (i.) Less salty foods (j.) Less greasy foods (k.) Salad bar with plain grains ex. quinoa, farro seeds, lentils (l.) Colorful choices (m.) Enticing good smells (n.) Change 1910 to Starbucks cafe (o.) Starbucks (p.) Starbucks (q.) Starbucks/Boba (r.) Coffee Bean (s.) Tierra Mia (t.) Wing Stop (u.) Buffalo Spot (v.) Jack-In-The-Box (w.) Chick-Fil-A (x.) Chick-Fil-A (y.) In-N-Out Wednesday or Thursday (*to ensure Dining Services keeps Taco Tuesday*) (z.) Yogurtland (aa.) El Pollo Loco (bb.) Wolfgang Puck (cc.) Soup Plantation type of place (dd.) Authentic Mexican Food (ee.) Authentic Mexican Food (ff.) Mexican (gg.) Mexican Bakery (hh.) Pandaderia (ii.) Spanish Food (jj.) Thai Food (kk.) Thai Food (ll.) Thai Food (soup) (mm.) Spicy Food (nn.) Pho (oo.) Ramen (pp.) Soup Places (qq.) More soup options – 2 instead of 1 (rr.) Sushi (ss.) Sushi-Expand Toro Take Out (tt.) Breakfast Options (uu.) Build your own burger bar (vv.) Extend hours (ww.) Extend hours (xx.) Extended hours (yy.) Expand dining hours (zz.) Longer hours, food places open on weekends (aaa.) Open longer hours and weekends (bbb.) Hours from 7 am to late at night including weekends (ccc.) No Johnnie's, maybe Sbarro (ddd.) Better pizza/Italian food franchise (eee.) Better pizza (fff.) No "stinginess" on food. Only take 2 desserts (ggg.) Protein- light or heavy (hhh.) Sustenance (iii.) \$5-\$10 range to feel full and satisfied

After looking at the results of the ice breaker exercise, the Healthy/Fresh category had an overwhelming amount of responses. Chester then opened up a discussion geared toward how Campus Dining Services can make changes toward that request almost immediately. Chester informed the group that because Campus Dining Services is self-operated we can do a better job of implementing more healthy options in our restaurants, as well as informing the customer of what healthy products are readily available to them.

Authenticity of food as well as Mexican food was another big response from the ice breaker exercise. Chester informed the group that one of the reasons Dining Services launched Street Food was to answer that request. Not only does it cater to the needs of the student but it grabs the attention of the student who rather not enter the busy Food Court and is looking for a quick and affordable dining option. Chester went on to remind all in attendance that Street Food is ever evolving and can also adapt to other types of authentic food such as: sushi, Mediterranean food, Hawaiian food, etc.

4.) Q&A

Richard Chester - Q: What are your dining habits?

Attendees – A: They tend to stem from, “what I am I feeling like tonight” Am I in the mood for Mexican food, Thai food, Chinese food, etc?

Richard Chester – Q: What are you basing your restaurant selection on?

Attendees – A: Type of food, price point, authenticity, time (what my schedule looks like, convenience, accessibility, etc.)

Richard Chester – Q: Is brand or franchise important?

Attendees – A: Sometimes, it depends on the food.

Richard Chester – Q: What issues, if any, do you have with Johnnie’s Pizza?

Attendees – A: The pizza looks like it’s been there for days. Once slice of pizza is too much. Even when it’s fresh out the oven it still isn’t good. I don’t like that students are being charged for utensils. Johnnie’s takes too long to serve food (other than pizza). I’d like to replace it with Pizza Hut or Dominos.

Richard Chester – Q: Does craft style pizza appeal to you?

Attendees – A: Yes, because I am in control of that goes on top of the pizza. I’d be willing to spend more because I can get a whole pie as opposed to a slice. If I get an entire pie, I can save the rest for later. As long as I’m spending \$10 and under, I’m okay with that.

5.) How do you feel about 1910?

Richard Chester opened the latter part of the forum with a few questions regarding 1910. First Chester asked how many of all 18 people in attendance have ever used the space before. Roughly 6 people raised their hands. Of those that raised their hands, many said they had only used the space because of events held by their job (Office of Student Life). Chester then asked, how many people knew 1910 was here. Roughly 11 people raised their hands. One student stated that this was her very first time in the space and still did not know she was sitting in 1910. From that show of hands, Chester asked “Is there a reason why students don’t come in 1910?” Many students responded by saying they felt it was a place only for faculty and staff. Another student responded by stating that if she

only sees faculty and staff eating there, her perception is she can't afford to eat there. Another student mentioned that the environment is too "stuffy" and not student friendly.

6.) Public Comment

CSUDH Director of Loker Student Union, Cecilia Ortiz reminded those in attendance that 1910 is a student space funded by student fees. Ortiz emphasized the value of student involvement in the forum and how their voices propel future change. She also mentioned that the Loker Student Union (LSU) currently has a survey out that was sent to every student via email and can also be found via Torolink. Thursday, February 15, 2018 a last reminder will go out to complete the survey and Friday, February 16, 2018 the survey will close.

7.) Gift Giveaway

CSUDH students Christian Sanchez and Sylvia Linkline were the Food Advisory Forum raffle winners. Each getting the opportunity to choose from a CSUDH sweatshirt and CSUDH coffee mug with Target gift card.

8.) Announcements

The next Campus Dining Food Advisory Forum is scheduled on Thursday, March 8, 2018 at 2:30 p.m.

9.) Adjournment

Associate Executive Director of the Foundation and Director of Commercial Services, Richard Chester adjourned the meeting at 3:43 p.m.