



California State University, Dominguez Hills
Campus Dining Services | CSUDH Foundation
Food Advisory Forum – Thursday, April 05, 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:

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
Jennifer Larson, Campus Dining Supervisor (Union Grind, Green Mountain)
Alyse Freeman, Assistant to the Dean
Cynthia Turner, Articulation Officer
Carolyn Veek, Degree Audit Analyst
Cathi Ryan, Academic Advisor
Mary Au, Part Time Lecturer
Amanda Pablos, Student
Jessica Lopez, Student

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

Richard Chester opened up with an overview of all the forums Campus Dining has put on thus far. In that overview, Chester expressed how in beginning, the conversation surrounded the concept of health and wellness. Health and wellness can be perceived in various different ways to different people: whether that be calorie count, watching sodium and/or sugar intake, a vegan/vegetarian diet, etc. Through Chester's discussions with all past forum participants, he has come to the realization that the root of health and wellness really stems from the concept of preference and giving the customer the opportunity to choose their own food/ingredients. It proposes the question, "How can we make our dining program resemble the Subway model?" How can we make it so that the campus community can choose the food items that works best for them and their preferred way of eating?

Chester went on to report that dining has made a lot of changes that may not be easily recognizable to the untrained eye. Since the first forum until now, Campus Dining has switched out all equipment in the kitchen to ensure full use by the staff and better food

produced. Dining has also teamed up with U.S. Foods consultants as well as Celebrity Chef, and Food Network Star of Meat and Potatoes, Rahm Fama to redesign menus for 1910 Café and DH Sports Lounge. Chester explained to all those in attendance that the difficulty in having a fully functioning food service operation in a collegiate commuter environment is due to the amount of operating days. Many food operators have a full 365 days of business, Dominguez Hills has roughly 191.

3.) Ice Breaker

Richard Chester asked those in attendance to participate in an interactive exercise where they were asked to build their ideal food court by placing as many stickers as they'd like out of 13 food operation options (Toro Take Out, DH Sports Lounge, 1910 Café and Lounge, Union Grind, Street Food, Subway, Panda Express, Taco Bell, Johnnie's New York Pizzeria, Starbucks, The Green Olive, Juice-C-Juice and Freshens) onto a blueprint diagram of the current food court. This exercise helped identify which operations are high in demand, which operations are not and what the possibilities are of new operations coming to campus.

From that exercise, the results were as follows:

- a.) 5 out of 5 participants chose to keep DH Sports Lounge in the food court as is.
- b.) 5 out of 5 participants chose to keep Subway in the food court as is.
- c.) 5 out of the 5 participants chose to keep Taco Bell in the food court, with the hope that they could provide a refresh to their menu items and exterior design.
- d.) 5 out of the 5 participants chose to replace Toro Take Out with Freshens.
- e.) 4 out of the 5 participants chose to place a Starbucks in the old Jamba Juice location.
- f.) 4 out of the 5 participants chose to put The Green Olive in place of Johnnie's New York Pizzeria.
- g.) 4 out of the 5 participants chose to keep Panda Express in the food court, with the hopes that they could provide some sort of value meal.
- h.) 4 out of the 5 participants chose to keep 1910 Café and Lounge in the food court with the hopes that they could provide new menu items and light remodeling.
- i.) 3 out of the 5 participants chose to keep Toro Take Out in the food court, with the hopes that they could possibly combine their breakfast concept into 1910 Café and Lounge.
- j.) 3 out of the 5 participants would like to place Juice-C-Juice in the old Jamba Juice location.
- k.) 2 out of the 5 participants chose to keep Street Food as a part of the Campus Dining food program.
- l.) 2 out of 5 participants chose to keep Union Grind in the food court as is.

** Johnnie's New York Pizzeria was the only food service operation that was not chosen to stay.

4.) 1910 Café & Lounge Conflicts and Resolution

Richard Chester opened up the latter part of the forum to address some of the issues regarding 1910. One of the major problems facing the restaurant is that it has no identity. When walking into the space, you don't know automatically what type of dining space it is or who the space intends to serve. Another issue is that the space is underutilized only grossing roughly \$250 a day. Another conflicting issue is that students feel as though the space is not meant for them but is funded by their student fees. After identifying all of these issues, surveys have been conducted to see how the space can be better utilized. The discussion has come up whether or not the enclosing wall between the restaurant and the food court should be taken down to create a more open and inviting environment. Also, a task force has been created with members of Administration, student leadership (ASI and LSU), faculty and staff to come to a resolution on how 1910 will be utilized moving forward. This task force is scheduled to meet Wednesday, April 18, 2018.

5.) Operation Updates and Tentative New Operation Timelines

- **Taco Bell** - Richard Chester stated that Campus Dining will most likely keep Taco Bell but to expect an operation refresh and menu update as soon as Fall Semester, 2018.
- **The Green Olive** – The Green Olive is a Mediterranean restaurant chain, one of which is located right around the corner in the Wilmington Business Park Food Court. They have expressed a lot of interest in coming to campus. Once the opportunity presented itself, they created a proposal. Should their proposal fall in line with the available amenities of the space provided and their menu drop to the price point appropriate for the campus community, we can expect a launch as soon as Fall Semester, 2018.
- **Starbucks** - Starbucks has been approved and will be placed in the old Jamba Juice location. If construction goes according to plan, the campus community can expect the grand opening in the Spring Semester, 2019.
- **Union Grind** – With Starbucks coming on board, Union Grind will eventually close. However, the coffee shop will only close once Starbucks is up and running. Campus Dining will also be the owners of the Starbucks so the Union Grind employees can still be employed with Campus Dining.
- **Green Mountain** – Green Mountain will remain a Campus Dining operation within the Library. It will serve as a bridge between folks who prefer Union Grind over Starbucks coffee.
- **Freshens** - Freshens has also expressed their interest in the food court. It would provide the smoothie concept that has become a recent need with the loss of Jamba Juice. Should their proposal fall in line with the available amenities of the kitchen we can expect a launch as soon as Spring Semester, 2019.
- **Every Table** – Every Table is a company that aims to redefine the food landscape and provide fresh, made-from-scratch food at fast food prices. The meals come ready made to either be served cold or warmed in the microwave. The price point is based on the demographics of the surrounding area. Every Table will soon be a food option sold in Grab N'Go.

6.) Gift Giveaway

CSUDH student and staff Amanda Pablos, Cynthia Turner and Carolyn Veek were the Food Advisory Forum raffle winners. Each getting the opportunity to choose from a CSUDH t-shirt, CSUDH coffee mug and Target gift card.

7.) Announcements

The next Campus Dining Food Advisory Forum is scheduled on Wednesday, April 11, 2018 at 2:30 p.m. with a guest speaker to enlighten all participants about the new DH Urban Community Farm.

8.) Adjournment

Associate Executive Director of the Foundation and Director of Commercial Services, Richard Chester adjourned the meeting at 3:40 p.m.