



California State University, Dominguez Hills
Campus Dining Services | CSUDH Foundation
Food Advisory Forum – Thursday, March 08, 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 2:38 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
Mario Ibarra, Campus Dining Supervisor (1910 Café & Lounge, DH Sports Lounge)
Jennifer Larson, Campus Dining Supervisor (Union Grind, Green Mountain)
Jennifer Duarte, Campus Dining Staff
Ivan Zorotovich, Student and Campus Dining Staff
Rahm Fama, Food Network Chef & U.S. Foods Consultant
Anthony Tarpley, U.S. Foods Consultant
Dr. Samila Amanyroufpoor, Adjunct Instructor
JoAnn Aragon, Health Educator, Student Health & Psychological Services
Faith Moy, Part Time Lecturer
Carolyn Veek, Degree Audit Analyst
Patricia Suarez, Administrative Coordinator
Chandia Ojeda-Luque, Admin Support Assistant
Carolyn Tinoco, Student
Scarlett Zamora, Student
Emma Martinez, Student
Delfina Benitez, Student
Amanda Pablos, Student
Tina Poindexter, Student
Patrick Dela Cruz, Student

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

Richard Chester started off by giving an overview of the past couple Food Advisory Forums and sharing the reoccurring themes that came out as a result. Chester went on to state his findings from previous ice breakers and that was that the mass majority of the campus community would prefer to have healthy, cultural, authentic Mexican, fresh juice

and Americano food options. The goal of this forum was to get feedback from all those in attendance to help identify what those specific food items might be. Chester went on to state that he has come to the realization that not only does the campus community prefer to have healthy choices, but that he notices that they'd also like to have a sense of control when it comes to the food that they eat. Many restaurants that have been mentioned in the forums follow the "Subway" model. Meaning a customer can order something, but have a say in what goes in/on the food item, thus giving the opportunity to make healthy choices without it having been made for you.

3.) Assoc Exec Dir of the Foundation and Dir of Commercial Services' Campus Dining Updates

- It was asked at the first forum that Campus Dining purchase vending machines with healthier snack options. Since then we have installed two new vending machines that can be found in Welch Hall and the Lower Level of the LSU.
- New and healthier alternative food options are being offered at the coffee shops.
- Grab N' Go will now be selling whole fruits.
- A Starbucks has been approved to open in the vacant Jamba Juice location. We are also considering creating an exterior walk-up window to alleviate overcrowding in the Loker Student Union.
 - As a result, Union Grind will close once the Starbucks opens. Our employees will still work with us, there just may be a shift in which operations they work in. With that space becoming available, we are open to ideas of what it could be (possible additional Grab N' Go unit).
- We are planning to open up a fresh component to our convenient stores
- A task force is being assembled to talk about the underutilization of 1910 and how we can engage the space.
 - Plans to remove the wall that encloses the restaurant
 - Renovate and revamp the interior
 - Find a solution to the problem that students prefer not to be waited on but faculty, admin and staff do
- The new College of Business intends to have a small restaurant in it with a full-service kitchen.

4.) Chef Rahm Fama Introduction

Celebrity Chef and Food Network star of, "Meat and Potatoes" Rahm Fama introduced himself to all in attendance. He stated that he has teamed up with Campus Dining as a U.S. Foods consultant and intends to help Campus Dining with revamping menus, food programs and sustainability efforts. Fama gave a brief overview of his culinary background and experience revamping restaurants. He explained that, "food is one giant opinion" you can be one of the best critically acclaimed chefs, but you're only as good as your customer's perception of the food. He asked all in attendance to put themselves in his position and inquired what they felt 15,000 students would want to eat all the time. It needs to be consistent and approachable. He proposed that, "Maybe once a week we have a *Ramen day*. Would that work on this campus? Do you think a salad bar is the answer?"

5.) Interactive Activity

Twenty photos of food options were placed at each table falling under the categories of *Healthy/Fresh, Cultural Foods, Mexican, Juice and Ice Teas and Americano*. Chester asked those in attendance to choose 1-2 photos that resonate with them as a food option they wish we would serve or better.

The choices were: Pasta salad | Lettuce wraps | Raw juice | Smoothies | Ramen | “Chipotle” burrito | “McDonald’s” wraps | “Chick-fil-a” grilled chicken sandwich | El lote | Deli sandwiches | Bionicos | Sushi | Poke bowl | Indian food buffet | Fresh vegetables | Cereal with fresh fruit | Lunch box with whole fruit, vegetables, cheese and nuts | Pasta salad bar | Organic pizza | Fresh parfait bowls |

From that exercise, the results were as follows: (a.) 4 selections for: Lunch box with whole fruit, vegetables, cheese and nuts (b.) 3 selections for: Poke bowl (c.) 2 selections for: Raw juice (d.) 2 selections for: fresh vegetables (e.) 2 selections for: pasta salad bar (g.) 2 selections for: fresh parfait bowls (h.) 2 selections for: Cereal with fresh fruit (i.) 1 selection for: Smoothies (l.) 1 selection for: pasta salad (m.) 1 selection for: Lettuce wraps (n.) 1 selection for: Organic pizza (o.) 1 selection for: “Chick-fil-a” grilled chicken sandwich (p.) 1 selection for: Indian food buffet (q.) 1 selection for: El lote

6.) Q&A

Richard Chester - Q: How many of you choose restaurants where you get to pick the ingredients?

Attendees – A: *More than half the room raise their hands

Richard Chester – Q: Would you prefer to have a menu item that you can customize to your liking?

Attendees – A: Yes

Richard Chester – Q: For those of you that chose the lunch box with whole fruit, vegetables, cheese and nuts, why did you choose it?

Attendees – A: I associate whole fruits with being healthier because I know that no preservatives have been added or alterations have been made to the food.

Richard Chester – Q: What are your thoughts about Toro Take Out?

Attendees – A: It looks like the food has been sitting there for a long time, and although that may not be true, it loses its appeal. I miss the salad bar where you can put whatever you want on it and then we weigh it at the end and pay. I don’t like when they use the same meat every week, “I’m a person who doesn’t like a lot of seasonings and often times the meat options are drowned in sauce or seasonings.”

Richard Chester – Q: What is authentic food?

Attendees – A: Food that is true to the cultural roots, spices, etc.

Richard Chester – Q: Is El Pescador authentic Mexican Food? If so why?

Attendees – A: Yes, because the way it’s prepared and cooked is similar to the way my family prepares and cooks Mexican food. It reminds me of home and is liketo the food I grew up with.

Richard Chester – Q: Is Taco Bell authentic Mexican food?

Attendees – A: No

Chef Fama – Q: Why is it that we all hate Taco Bell but continuously go there to eat?

Attendees – A: We go there because we can buy a good amount of food on a budget. It’s something that we can grab in that quick 15 minutes between classes as well as take to class if need be.

Richard Chester – Q: Would you say you care more about the quality of food and having a choice of what goes into your food items, than the title or brand of the restaurant?

Attendees – A: Yes

7.) Public Comment

CSUDH student and ASI Director of Student Services, Carolyn Tinoco suggested that Campus Dining team up with “Every Table”. Tinoco mentioned how beneficial it would be to the campus community and how it works. They are 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. Richard Chester thanked Tinoco for her suggestion and reassured her that Campus Dining has already met with the owners of “Every Table” and that there are plans in motion to move forward with using their products in the near future.

8.) Gift Giveaway

CSUDH students Carolyn Tinoco, Scarlett Zamora and Emma Martinez were the Food Advisory Forum raffle winners. Each getting the opportunity to choose from a CSUDH sweatshirt, t-shirt and CSUDH coffee mug with Target gift card.

9.) Announcements

The next Campus Dining Food Advisory Forum was originally scheduled for Wednesday, March 21 2018 at 2:30 p.m. however, because that is right before Spring break we have decided to cancel that meeting and come back on Thursday April 5, 2018 at 2:30 pm.

10.)Adjournment

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