



California State University, Dominguez Hills  
Campus Dining Services | CSUDH Foundation  
Food Advisory Forum – Wednesday, April 11, 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 2:40 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 & DH Sports Lounge)  
Brittany Johnson, Campus Dining Staff  
Olivia Rodriguez, Office Coordinator of Toro Learning Center  
Judith Aguirre, Research & Compliance Officer of Graduate Studies & Research  
Craig Geber, Senior Coord. Spr. Research & Programs of Graduate Studies & Research  
Carolyn Veek, Degree Audit Analyst  
Cynthia Turner, Articulation Officer  
Jonathan Hoel, Student  
Jordan Tisdale, Student  
Hawk McFadzen, Student  
Amanda Pablos, Student  
Anthony Thompson, Student  
Darciee Moore, Student  
Tia Poindexter, Student  
Neil Hernandez, Student  
Rosa Villanueva, Student  
Monica Sasis, Student  
Jamison Garrido, 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 over the course of the past 3 months. In that overview, Chester expressed that the forums are a collaborative effort between students, faculty, staff and administration. Each forum has had a casual dialogue and interactive exercise. The interactive exercise has been the driving force for the topic of each forum. At the first forum the focus was leaning more toward health and wellness. Those in attendance wanted more healthy eating options on

campus. 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. As the forums went on and Chester asked more in-depth questions, which organically steered away from health and wellness and focused more on how our dining program can better resemble the Subway model where customers can pick and choose what goes in/on their food.

Chester explained to those in attendance the challenge Campus Dining faces which is making the majority happy with their preferred choice of food service operator while at the same time finding operators that are willing to work in a commuter collegiate environment. Many food operators have a full 365 days of business, however, at Dominguez Hills food service operators have roughly 191. Another challenge Campus Dining faces is product mix. Dining can't have any food service operation that serves menu items that other food service operations serve in the food court. Something that Campus Dining has to take into consideration is vendor adaptability.

### **3.) Operation Updates and Tentative New Operation Timelines**

- **Jamba Juice** – Richard Chester explained to all in attendance why Jamba Juice decided not to renew with Campus Dining. Although they were the third grossing store in the region doing about \$400,000.00 annually in gross sales, the operator has other stores doing one million dollars in sales. The operator also shared with dining that it takes just as much effort to produce a million-dollar store as it does producing a half million-dollar store. For those reasons, Jamba Juice felt it best to leave and focus on their greater grossing stores.
- **Taco Bell** - Chester expressed to those in attendance that back in 2007 Taco Bell was the number one requested food service operation. Over the past ten years, their popularity has decreased, however they still remain the third best grossing store. In no small part, due to its affordability. As their agreement nears its end, Campus Dining is willing to renew agreements with them on the condition that the store freshens up their menu and exterior presence. You can expect to see these changes 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 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 prefers 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.

#### 4.) 1910 Café & Lounge Task Force

Richard Chester opened up the latter part of the forum proposing a couple questions pertaining to 1910 Café and Lounge. Chester asked if all in attendance knew the name of the space they were sitting in and who the space belonged to. All participants knew they were sitting in 1910, however answers wavered as far as who the space belonged to. After that quick exercise, Chester went on to explain that the lack of identity in 1910 and wavering notion of whom the space belongs to is the reason why a task force has been created. Other challenges facing 1910 are student engagement, underutilization, the need for it to be a shared use space (for students, faculty, staff, administration, and events) and the fact that students feel as though it is not a space intended for them, although it's paid for by their student fees. All of these issues will be brought up in depth and addressed by a 17-man task force including members of Administration, student leadership (ASI and LSU), faculty and staff.

#### 5.) DH Urban Farm Presentation – Hawk McFadzen

CSUDH Senior, Hawk McFadzen presented to all those in attendance about her recent initiative, the DH Urban Farm. McFadzen explained that this project has been a year in the making and is modeled after California State University, North Ridge's community farm. McFadzen came up with this idea after observing the high levels of food insecurity and homelessness among students on campus. McFadzen went on to share the four objectives of the farm, one being to feed hungry students. Another objective is for the farm to be a place of instruction and learning. There are already three professors currently using the farm as a part of their lesson plans. The DH Urban Farm also has the capacity to be used as an outdoor classroom, venue for outdoor events, as well as a field trip destination for local K-12 schools. The last objective for the farm is green and food waste composting. Volunteers of the farm have provided Campus Dining with compost bins that have been placed in the main kitchen where kitchen staff dispose food waste and coffee grounds, then set it aside to be picked up for later use for the farm. The next goal of this initiative is to create a Food Recovery Network. This network intends to join forces with Campus Dining and other food operators to recover all food that is thrown out and give it to hungry students instead. The DH Urban Farm can be found next to Physical Plant on campus.

**6.) Gift Giveaway**

CSUDH students, Hawk McFadzen, Jonathan Hoel and Amanda Pablos, were the Food Advisory Forum raffle winners. Each getting the opportunity to choose from a CSUDH diploma frame and two Target gift cards.

**7.) Announcements**

(a.) Another series of Campus Dining Food Advisory Forums will commence Fall 2018 Semester.

(b.) 1910 Café and Lounge Task Force will meet Wednesday, April 18, 2018.

**8.) Adjournment**

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