



UNIVERSITY OF
TORONTO
MISSISSAUGA

Food Service Advisory Committee

Minutes of Meeting

Date: Thursday, March 13th, 2014 – 1pm
Room: DV 3214
Attendees: V. Jezierski, A. De Vito, P. Donoghue, C. Graham, A. Maughn, P. Desrochers, D. Ball, D. Zheng, R. Noronha, M. Theodore, K. Nanda, A. de Lorenzis
Regrets: V. Kanelis, M. Cowan, D. Mullings

1. ADMINISTRATIVE

- A. De Vito introduced V. Jezierski as the new director of Hospitality and Retail Services

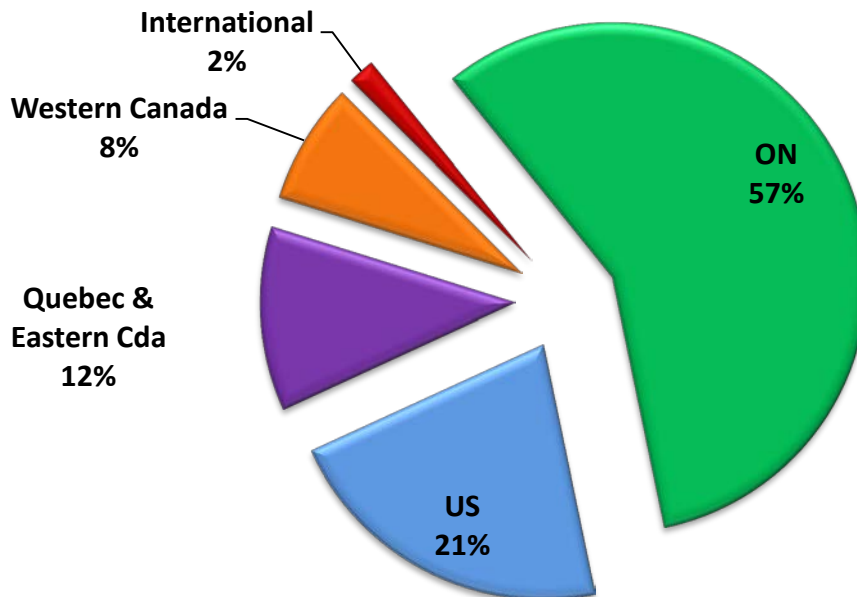
2. BUSINESS ARISING

Updates from UTMSU

- M. Theodore provided an update on the Pilot Project for sourcing and selection initiatives for the Blind Duck
- M. Theodore informed the Committee that, in her research, she determined that Hart House farm is quite small and does not even have the capacity to supply organic products to Hart House
- M. Theodore would like Chartwells to source more organic and locally produced food products on campus
- A. De Vito reiterated the comments made from the Food Service Advisory Committee on October 24th, 2013, where a breakdown of the amount of locally sourced foods supplied on campus by Chartwells was presented
 - A. De Vito stated that Chartwells would continue to provide local and organic foods when available, when the quality is good, and when the cost is sustainable
 - From October 24th, 2013 Food Service Advisory Committee meeting:

UTM Chartwells Sourcing Analysis

Sept 2012 to Aug 2013

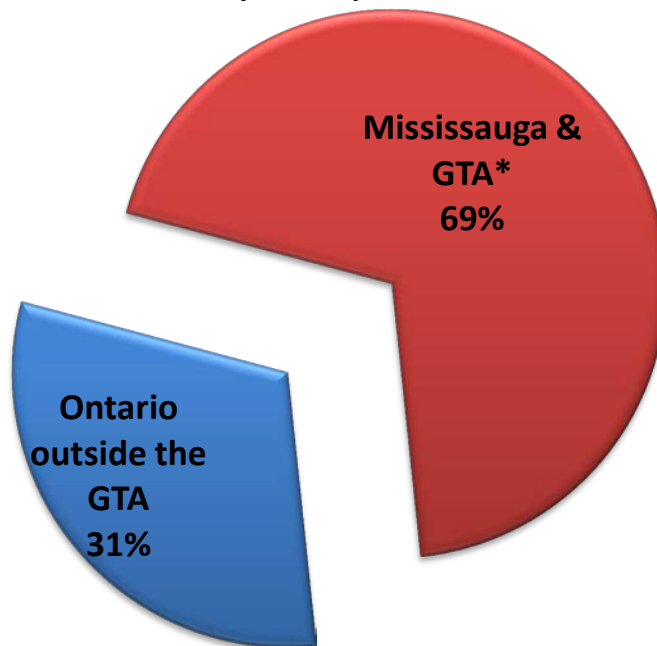


Analysis of product origin by place grown or manufactured excluding branded concepts

*77% of meat and 13% of produce is purchased locally (average for the year)

UTM Chartwells

Analysis of Ontario purchases
by Municipalities



Analysis of product origin by place grown or manufactured excluding some external branded sales for the period Sept 2012 to August 2013

*Areas considered GTA for this graph include from Mississauga to Scarborough & Toronto to Woodbridge

- **ACTION: Hospitality and Retail Services will speak with Chartwells to see what more they can do to increase the amount of organic and locally-sourced foods for the UTM**
- M. Theodore provided information regarding the farmer's market at UTSC
 - The UTSC farmers market takes place on the first Wednesday of every month and runs year-round indoors from November to April and outdoors from May to October
 - The UTSC farmers market is administered by the UTSC Student Union
 - Melissa has contacted several farmers from our area that would be interested in participating in a farmer's market at the UTM
 - The farmers would need a large space to and have the ability to load and unload products
- P. Donoghue suggested that the Committee would need more information, such as attendance figures and operating costs before investigating the feasibility of creating a similar at the UTM
- **ACTION: A few Committee members will visit UTSC to get more information about their farmers market**

Value Meal Update

- A. De Vito provided an update on the Value Meal program that was suggested for implementation at the last meeting
 - Value Meals have been available since January 2014 at the TFC
 - Value Meals are priced at \$5/\$6/ \$7
 - The TFC Value Meals are not subsidized by any group at the UTM, differing from those value meals made available at Hart House
- A. De Vito also reviewed Subway-branded value programs that Chartwells recently brought to campus
 - Typically, brands do not bring their regular promotions to non-traditional sites, such as the outlets at the UTM
 - Chartwells worked with Subway to bring the \$3 6" sub special and the Sub of the Day promotions to UTM
 - H&RS now has a Twitter account (@UTMHospRetail) that they will use for such communication as advertising value meals and other promotions to the UTM going forward
- The Committee asked if the Value Meals are available at Colman Commons and if they could be made available at other locations as well
 - A. De Vito and V. Jezierski explained that Colman Commons have different specials than the TFC
 - V. Jezierski also explained that branded outlets have their own value combos which should be available at each of the branded locations across campus

- **Action: A. De Vito will advise the committee at the next meeting about the specials that are available at OPH and if the Value Meals can be offered across campus**

Food Service Budget Update

- A. De Vito reported that the food service and conference budgets were recommended for approval as presented to through the governance process, with no contentions or questions brought forward

Food Service Development Update

- A. De Vito provided a report on the progress of the food service development on campus, and showed pictures and updated design drawings for the outlets
 - Soft openings are scheduled for the North Side Bistro and the Kaneff/Innovation Complex Second Cup in August 2014 and for the Colman Commons Expansion in mid-November 2014
 - Colman Commons landscape design will be similar to the landscape design at the Instructional Building without the formal patio
 - The existing dining area and some elements of the servery at Colman Commons will be updated as part of the existing project
 - Colman Commons will be taken offline for conference purposes after June 2014
 - Davis Building food service redevelopment discussions will begin once all developments that are in progress are completed, and the Food Service Advisory Committee will be quite involved in this process

RFP for UTM Food Service Provider Update

- P. Donoghue provided an update on the expiration of the existing Chartwells Contract and the Food Service Provider RFP process beginning with material first discussed 'in-camera' at the Food Service Advisory Committee meeting on December 12th, 2013
 - The current contract with Compass Group Canada (Chartwells) expires April 30th, 2014
 - Chartwells was informed of UTM's intention not to exercise the five-year extension clause
 - UTM will go to an RFP process and invite proposals for a new contract period
 - The RFP process was to begin in mid-fall 2013, but the departure of B. McFadden as Director of Hospitality & Retail Services resulted in having the RFP process be delayed
 - The new Director was appointed in January 2014
 - The decision to hire an external consultant was made to provide independent, expert advice to determine the time required to conduct the RFP process and negotiate a new contract

- Third-party consultants recommended a 32- to 34-week RFP process that should result in the tender being awarded in the summer – a period when the potential transition to a new food service provider would be easiest to accommodate
- P. Donoghue outlined the RFP process for the Committee
 - RFQ for selection of external consultant to develop the food service provider RFP
 - Analysis of current/historical service levels
 - Customer satisfaction/input surveys/community engagement
 - Develop evaluation criteria
 - Draft RFP/release/briefings/evaluations
 - Interview, site visits of short-listed
 - Final selection/notification
 - Contract negotiation
- P. Donoghue also reviewed with the Committee the options available for the UTM with regards to the development of the food service provider RFP (also discussed ‘in-camera’ at the Food Service Advisory Committee meeting on December 12th, 2013)
 - Not to go to RFP and extend contract for five years as allowed in the contract
 - P. Donoghue explained that this would not be in the best interest of the campus
 - Issue consulting RFP in January 2014 and shortcut process wherever possible
 - P. Donoghue explained that shortcuts jeopardize outcome, minimize input, rush decisions, and weaken contract negotiation position
 - Request short-term extension of contract, issue consulting RFP as soon as new Director was settled in
 - P. Donoghue explained that the focus of this option is on a viable transition date, and an extension of approximately 12 months is needed to complete this process
 - The advice received was that UTM would not have sufficient time to conduct a thorough RFP process for a July 1, 2014 contract takeover
 - The consultants’ professional opinions are that UTM should consider extending the current Chartwells contract for one year with a target turnover date of July 1, 2015
 - As a result, the process should begin in Fall 2014
 - P. Donoghue concluded that an extension should be given to Chartwells for one year, with the contract expiring in June 2015
- P. Donoghue confirmed that Chartwells has already been notified of the one year extension

- P. Donoghue stated that the UTM is in the process of sourcing a consultant for the RFP process, and that all background work and community engagement to be completed in time of the August 2015 RFP to be issued
- P. Donoghue explained that the consultant’s responsibility will be split into two Phases: (1) Feasibility of running the UTM self-operating its food service program, and, depending on the response to Phase 1, (2) Developing the self-op action plan or developing the RFP for a contracted food service provider
 - Consultant RFP responses are required by March 31, 2014
 - Two Committee volunteers are required to assist in the interviews of the top two candidates, which will take place the week of April 7, 2014
 - The award of Services will take place in mid-April 2014
 - The bids from each consultant will be evaluated using the following criteria and weighting system:

Rated Criteria Category	Weighting
Project Experience [50 points]	
Experience with comparable projects (both Phase 1 and 2)	20
Understanding of University Food Service programs	10
Understanding of Post-Secondary Contracted Food Service financial relationships	10
References	10
Project Methodology [25 points]	
Proven ability to coordinate focus groups, interviews, and third-party surveys, and analyze results	15
Personnel assigned to the project	10
Fee Structure [25 points]	
Fixed Fee Pricing for Scope of Work (Phase 1)	5
Fixed Fee Pricing for Scope of Work (Optional - Phase 2)	15
Hourly Rate for Additional Work	5
Total Points	100

3. NEW BUSINESS

- A. De Vito reported that a new Chartwells General Manager has been hired – M. Jeronimo will begin his new role effective March 10, 2014
 - M. Jeronimo has many years of experience in food services as an owner, franchisee, operator, and district manager, and has worked for the past two years as the Retail Director for Chartwells at the UTM
 - Chartwells will also be expanding the management structure to accommodate the 3 new food service outlet openings in the Fall
- M. Theodore reported that she attended the Canadian Federation of Students’ Ontario General Meeting at which a National Student Food Charter was adopted and inquired if UTM was willing to adopt the National Student Food Charter or where UTM stands on this issue
- **ACTION: M. Theodore will email A. De Vito a copy of the National Food Charter as adopted by the Canadian Federation of Students for distribution to, and review by, the Committee**

- M. Theodore asked if the UTM had any chefs
 - V. Jezierski replied that the UTM does not employ the chefs, Chartwells does – there is an Executive Chef for the UTM plus a Head Chef at Colman Commons and a Sous Chef for the Davis Building
- M. Theodore stated that she would like to see more reasonable priced food on campus because there has been an increase in the number of students utilizing the Student Food Bank
 - Questions were asked regarding the composition of students who are using the Food Bank, but M. Theodore could not provide specifics
 - M. Theodore suggested the possibility of having a community kitchen on campus given that there is one on the St. George campus
 - P. Donoghue stated that more information about the use of the St. George community kitchen would be required
 - A. De Vito also stated that, with space at the UTM at a premium, any decision about building a community kitchen would come at the cost of eliminating or excluding other valuable uses for that space
 - D. Zheng commented that the community kitchen idea was raised in recent meetings between the Residence Council and Student Housing and Residence Life as an option for resident students, and this concept could be expanded to include non-resident students as well
- **ACTION: M. Theodore to report back to the committee about the existing community kitchens on the St. George campus**
- **ACTION: D. Zheng to report back to the committee any information available about the discussions of a community kitchen within the residence community**
- **FOLLOW-UP: A. De Vito has reached out to Student Housing and Residence Life to discuss the idea of having a community kitchen in residence and how the H&RS department can help support this initiative**
- P. Donoghue announced that V. Jezierski will be take over as Chair of the Food Service Advisory Committee from A. De Vito, who was Chairing in the absence of a Director of H&RS

4. NEXT MEETING – To be announced