ASSOCIATED STUDENTS OF CALIFORNIA STATE UNIVERSITY, CHICO
ASSOCIATED STUDENTS BUSINESSES COMMITTEE
MEETING MINUTES

Monday, November 28, 2016  11:30 a.m.  BMU 205

Members Present:  Brett Rahtz, Megan Odom, Pedro Douglas, Stacie Corona, Haley Holmes, Patrick Wong

Members Absent: Michelle Korte, Kennedy Kerst

Others present: David Buckley, Karen Bang (recording), Jamie Clyde, Susan Jennings, Sarah Foisy, Corinne Knapp

I.  CALL TO ORDER – The Chair, Rahtz, called the meeting to order at 11:30 a.m.

II. AGENDA – Motion to approve the 11/28/16 agenda (Odom/Corona) 6/0/0 MSC.

III. APPROVAL OF MINUTES – Minutes of the regular meeting of 11/14/16. Motion to approve minutes of the regular meeting of 11/14/16, as presented (Holmes/Corona) 6/0/0 MSC.

IV. ANNOUNCEMENTS – None

V. BUSINESS

A. Information Item: Real Food Challenge update – Clyde said last year’s ASBC decided to not sign the Real Food Challenge but committed to meet the real food goal of 20% by 2020. Knapp explained this is a student led movement to shift 20% of college and university food purchases to “real food” by 2020 and noted it is based on any one of the four categories: Local and Community Based, Fair, Ecologically Sound and Humane. The criteria to determine if a product qualifies as Real Food was reviewed. The Advisory Measure that passed in 2015 was next reviewed and Knapp explained the Real Food Calculator. Knapp said the first baseline surveys were done February (non-harvest) and October (harvest) of 2014 with a result of 9% Real Food. She noted as of September 2015 (half year) currently at 14% real food, and this will be done again in April 2017. Knapp said changes in purchasing have helped increase the percentage. Rahtz asked when they expect to hit 20% and Knapp said probably the 2019/20 year. Clyde said they have to be careful of costs because these products are more expensive. She noted; however, because more companies are using these types of foods, the cost is starting to go down. Discussion was held.

B. Information Item: Marketplace Refresh – Clyde said they’re seeing lower sales in the Marketplace and need to reclaim those. She said one way to do so is by refreshing the Marketplace area. She provided a PowerPoint presentation, showing new color concepts of orange, grey and black as well as ways to visually open up the Marketplace area, such as placing a salad bar in the center area. She said the ramen bar will look similar to Chipotle, and there will also be a Real Food Challenge daily special. Equipment and supply costs of $19,821 were next reviewed. Clyde said they are looking at a timeline of making this happen by the start of the spring 2017 semester.

C. Information Item: New C-Store – Clyde explained the “Urban Market” Concept, noting the C-Store will be located in the old Conference Services space in the atrium of the BMU. She said the organic food and beverage market is expected to grow by 15.75% from 2014 to 2020. Vegetarian, gluten-free, and healthy are the fastest growing categories in college and university menus. Clyde said they will be trying to go with the trends students are asking for: fresh, organic, sustainable and convenient. She said they can't prepare food in that space because the area is too small and health codes are not workable in this space. She noted this store will be run out of the Marketplace kitchen and they should be able to hit 75% to 80% of Real Food in this store. Clyde reviewed the total project estimate costs of $175,000, $30,000 more than what was anticipated last year. She said the cost change is due to FMS construction and fixtures at $110,000. Décor, tables, counters and signage are at approximately $23,000, with $40,000 in equipment costs. Clyde explained that if the concept does not work out, all equipment could be used elsewhere in Dining Services. The costs for years one through five were provided to the committee, reviewed and discussed. She said they should hit return on investment by the end of the third year. It was noted that rising minimum wage costs is the biggest challenge AS Dining is facing. Knapp said they also plan to accept EBT. Clyde said this item will be back as an Action Item at the next meeting due to the additional costs. If approved, construction will begin in December or January and they hope to open by the middle of the spring semester. Clyde said this could bump us up 3% to 4% in the Real Food Challenge and they will
be putting this to NACUFS for a possible award. Knapp said they’d welcome suggestions for the name of this store. The types of food and drinks were discussed. Clyde said once this store is opened, they may be able to close the Marketplace during intersession and summer, which would be a big savings.

VI. DINING SERVICES DIRECTOR’S REPORT – Clyde distributed bottled water information and explained that when she went to the Campus Conservation Committee meeting, there were some misconceptions about where we stand with the single bottle use for the water bottle ban. She said she explained the AS’ situation to them, including that we have contractual obligations until next year. Discussion was held.

VII. CHICO STATE WILDCAT STORE DIRECTOR’S REPORT – Foisy said Wildcat Appreciation Day is this Friday and advertising and campus mailers have gone out. She also reviewed the door prizes for the event. Foisy reviewed with the committee additional sales coming up as well as general holiday marketing. She said there is a new website feature regarding textbook adoption and explained.

VIII. EXECUTIVE DIRECTOR’S REPORT – Buckley said regarding the increase in minimum wage, that Jennings has been in the process of running an analysis for the various areas of the AS, which will show the impact. He said an overall presentation will be provided to the Board.

IX. VP APPOINTEE’S REPORT – Holmes said the marquee installation is scheduled to being on December 19. She said Common Grounds will be closed the first week of intersession due to the marquee installation.

X. CHAIR’S REPORT – Rahtz said approximately 20 textbook scholarship applications have been received so far and he will follow up with Foisy regarding this.

XI. ANNOUNCEMENTS – None

XII. PUBLIC OPINION – Limited to three minutes per speaker, five minutes for entire topic – None

XIII. ADJOURNMENT – The Chair, Rahtz, adjourned the meeting at 12:37 p.m.