

March 1st, 2010: Baker Dining  
UA Dining Committee meeting with Rich Berlin, Campus Dining

### **Food Trucks**

- Green Building
  - Definitely space there, it has been looked at in the past
- Stata
  - With a location close to Stata, consider the fact that there is already food service here
- McDermott Court, by East Campus
  - Valuable due to its proximity to East Campus & Senior House
  - Could be stepping stone to evening service
  - Strategy: in lobbying for locations, note that locations are mobile-- we can simply pilot trucks in these locations
  - Campus beautification
- Behind 66, Lobby 13, Building 12
  - Problem: dignitaries enter here, possibly not a good idea
  - In this location, parking spaces cannot be easily utilized for trucks
    - Creates a cascading effect of denied access to parking
- Location closer to dorms
  - Be attentive to the noise of generators, smells of food/waste, traffic restriction
  - If this route is considered, be sure to talk to housemasters

### **Pritchett**

- Gooseberry's
  - Building equipment?
- How does maintenance work?
  - Does MIT front the costs? Is it a partnership between MIT and the vendor?
  - Response: Likely talking basic infrastructure costs-- MIT would likely cover these costs
  - Infrastructure is a better investment for MIT because it means vendors have no entrenched stake in the location (should they be dismissed)
  - Free standing equipment (e.g. refrigerators) will likely be covered by vendors-- in the interest of MIT

### **Food Trucks (again)**

- What are the next steps?
  - Speak with \_\_\_\_\_ (Planning Office)
  - Dick Amster (???) Office)
  - Both are involved with construction and campus planning (i.e. facilities)
  - Also consider Grounds (within Facilities)
    - Issues
- Would prefer to keep food trucks together
  - Maintain viability of trucks-- some are riding on the coattails of others
  - We may want to investigate benches and seating (EC courtyard might be investigated)
  - Issues of cleanup-- Grounds likely to find one location easier to manage than others
- Current location of Food Trucks problematic
  - Their current location better than the previous option of having no trucks
  - Difficult for vendors, likely not seeing as much traffic
  - Essentially no one likes the current situation, students included

### **Produce Market?**

- First day after spring break, Produce Market will be back to EC courtyard

### **Pritchett**

- Grocery Store to supply ingredients?
  - Is an option that could certainly be considered
  - Offered previously, but there was a price concern-- even when prices comparable with LaVerde's
    - Many people would rather shop at Shaw's

- \$40,000/year (pitiful), basically abandoned by EC/SH
- Student leadership had not accurately represented views/motivations/desires of student body
- Specialty food venues
  - Would MIT be interested in having Pritchett as a café hangout? Would the campus gravitate towards such a place?
    - Would this venue be standalone? Most are adjacent to other venues, even at BU
    - Those not associated with colleges typically are standalone-- though that is admittedly a different audience
    - Northeastern, BU have Jamba Juices
    - It might be more of a western thing
    - Often paired with Starbucks
  - What should be done to demonstrate student interest? Should we do a survey?
    - A survey would be okay... (but I think there's more to it than that...?)
    - Another important question is whether or not Jamba Juice will go for it?
      - Knowing that others have tanked in this location
      - In past talks, Jamba Juice seemed to be interested (excited?) about Lobdell
      - Jamba Juice would have to find franchisee- things like this on campus have to be contracted out
  - Cooking School? Teach students how to cook?
    - Possibly running a restaurant classroom
    - Culinary schools such as Cordon Bleu school
      - Deans, administrators, many on campus qualified to teach (culinary degrees implied)
    - Rinn(Wren?) School of Technical Arts
      - Allow them to operate student-run restaurant
      - Offer instruction for MIT students
        - Learn about food, nutrition as well as skills
    - Someone to contact for further interest in DAPER/Academic Credit?
      - Health & Wellness Class w/ DAPER
    - Reconfigure Pritchett to teach cooking
      - Establish Institutional Certificate program
        - Enable qualified students to use Pritchett for student-run events
        - No supervision required: students would be given the skills needed to manage space
        - Larger version of Coffeehouse? (SaveTFP?)
    - Feel out the community-- see where it interest is-- that is the most important part of any further progress
      - Determine the viability of some of these options
      - Place most focus on the cook-for-yourself community: BC, Random, MacG (etc, EC, SH)
    - Such a location would likely be in demand by student groups
      - e.g. Terrascope, utilizes Pika's kitchen because it ample space/amenities
      - Biggest concern is kitchen equipment and injury with this
      - Adam: Could be likened to EHS Lab Training
    - Speak with the GSC about this also
      - Students over 21-- use of Beer and Wine License (implied to be one of the students' not of MIT)
    - Necessary renovations?
      - Only minor renovations needed

- Need to be able to see what the chef is cooking
      - Use of video cameras, mirrors
  - Current Pritchett utilization
    - Ground Floor- used for Sodexo "on the go" preparation
    - Main preparation primarily used for staging of event catering
    - Space in question on second floor?
  - Courses would likely be 4-5 classes @ 1.5 hrs/class
  - Restaurant in this location would need a relatively strong draw
    - Chinese (in Rich's opinion) seems to have a lot of appeal
    - Niche market for this location is most likely the best option (implied something that will stand out or have a very specific/compelling purpose as a destination)
- One of the most vocal communities on about dining is the cook-for-yourself community
  - No many how many times it is said, the suspicions persist
  - Office of Dining not interested in turning MIT in to the Harvard Dining System

## Lobdell

- Discuss current restaurants & current contracts
  - Most restaurants have ~3 yr contracts
  - Indian food recently renewed, 5 yrs
  - Middle Eastern & Japanese: 3yr contract renewal
  - Subway, 3-4yrs
  - Dunkin' Donuts, Cambridge Grill- 2012
  - Anna's- 2012
- Infrastructure- customer experience
  - Has not been redone in ~20 years (and looks like it)
  - Lighting
- Dining Room/Hall: More events => more wear and tear
- Rich Berlin/Campus Dining worked to expand menus in Lobdell venues
  - Middle Eastern originally wanted to base business on falafel & falafel sandwiches
    - Encouraged to offer more casserole-style entrees
    - Now menu amenable for business
  - Shinkasen Japan: Teriyaki-centric service (and slow)
    - Encouraged to cook in larger batches
  - Subway, however, dependent on corporation constraints
- Hours of Operations
  - Key question for businesses--does the product draw people?
  - Lobdell primarily a lunch business
  - Traffic dies off after lunch until dinner
    - Dinner is much slower, owing likely to decreased population
  - Key question: What would make the area more attractive around dinner?
    - None of the venues required to be open at dinner
      - Contractual agreement for 11am-3pm, 5 days/week
      - 7:30pm-10:00pm requirement for Subway
        - Apparently viable for them
    - Consistent business important for profitability/predictable stocking
  - Is there a possibility that restaurants could be open later?
    - How can we ensure they would be successful?
    - If we cannot ensure it would be profitable and still request, it hurts bargaining capabilities down the road
  - Possible strategy to build other hours
    - Build lunch, perhaps breakfast
    - These customers might comeback to the location for dinner

- This does not currently seem to be the case
- W1 Dining
  - Three or more years from now
  - Breakfast, lunch, dinner; AYCE (all you care to eat)
  - Keep in the periphery, especially with contracts
    - With convenient location, could see demographic shifts
    - Perhaps more staff, faculty at Lobdell?
- Overall trend toward lunch/eating near classrooms
  - Stata seeing much more business than usual
- Dining Room
  - Typically booked for CAC events, student events included
  - Is there huge demand for this space?
  - If demand exists, Dining may need to reexamine relationship with CAC over space
- Game Room?
  - Under MIT Real Estate
    - Contact Phil Walsh, CAC
- Healthiness of Food
  - No trans-fat in food mandated by law
  - Work within current vendors if there are specific ideas for changing options
- Jamba Juice in Z-center?
  - Convenience store tried in past
  - Au Bon Pain, set to leave in May
  - Location might be left vacant
  - Committee: Lobdell would likely be more profitable
- Continuous Operating hours?
  - Yes, hours are continuous-- the locations do not shut down in between lunch and dinner
- Lobdell Renovations
  - Delineate short and long term renovations