House Dining Committee Minutes  
Wednesday, October 03, 2013  
Simmons Dining Hall

In Attendance : Bette Colombo, Charles Stewart, Connie Hemenway, Ellen Essigmann,, Jack Carrol, Mike Myers, Naomi Carton, Reggie Kernisant, Lauren Patterson ,

Agenda:

I. Introduction of New Staff
   a. MIT Dining has a new administrative assistant Reggie Kernisant.
   b. Also introduced Connie Hemenway, Manager Communications and Special Projects, Residential Life & Dining

II. New Meeting Schedule
   a. Naomi Carton discussed changing the meetings format to the beginning and end of semester.
   b. Moving meeting to end of semester gives us a chance to analyze data
   c. Committee members also discussed having meetings twice a semester.
   d. Next meeting TBD

III. Bon Appetite Marketing Plan For The Next Two Months
   a. BA discussed several marketing strategies for the next several weeks
   b. BA would like to organize an ‘Iron Chief” competition for the students
   c. Advertising Thanksgiving Day meals for students who stay on campus
   d. BA will host a special surprise guest doing a book signing Nov 21st

IV. Review Meal Plan Data
   a. Data shows an uptick in students dining in Maseeh & McCormick
   b. Data shows a slight uptick in MealsToGo program from 10% to 13%
   c. Reviewing a Bring A Friend To Brunch instead of lunch program
   d. Next meeting we are looking to pull average swipe data
   e. Also looking to pull late night dining stats, specifically to isolate usage of the meal plan swipe and where the students live that are using this program.