ASDAC Executive Leadership Group Meeting
Marketing
Monday, March 2nd
6:00pm, Dane’s Den

Meeting notes in red

Staff Present:
- Lauren Mancuso, Director of Marketing and Communications
- Alexa Eaglestone, Area Marketing Coordinator
- Mackenzie Edel, Unit Marketing Coordinator
- Michelle Bowen, Senior Director of Marketing & Communications

Member Sign-in, Welcome, and Feedback Form

Mystery Shop Program Review
- Mystery Shop Raffle
- Mystery Shop Cards are refilled tomorrow if forms were submitted for 2/7-2/20 by 2/27.
- Next due date is 3/20. (Transactions 2/21-3/13).
- Mystery Shop Areas: Late Night (Colonial and Alumni) Downtown Cafe
- No Mystery Shopping in vending machines
- Discussion: Recent mystery shop experiences
  - Dimitri and Jill both visited Late Night at Colonial Quad. Jill noted that the dining room was not clean and Dimitri noticed the lack of options available for his friend who is lactose intolerant. A member felt that there wasn’t much variety at late night and they would like to see more options besides fatty foods.
  - A friend of a member visited Downtown Café and had a good experience.

UAlbany Dining Marketing presentation
- Discussion topics: Global Chef Events, Swipe+ events
- Lauren Mancuso discussed the role of the UAlbany Dining marketing team on campus with a PowerPoint Presentation.
- Members mentioned that they liked the Swipe+ Wing Fling event. One member noted she wishes there were options for vegetarians.
- Potential Swipe+ events include a crepe option that members liked. They also suggested pasta and custom burritos as potential events.
- Members feel that burgers are too common and they would not want to pay extra for that.
- Members feel that a $5 upcharge is ok; they don’t want to pay more than that.
- One member who doesn’t have a meal plan asked for incentives to go to the Swipe+ event because she does not want to pay $14-15 dollars for Wing Fling to cover the door charge and upcharge. Creating incentives for students without a meal plan to attend Global Chef events was also suggested.
- One member didn’t enjoy the food at the Global Chef event.
- Members would like to see some recurring events. I.E. every Thursday is Spaghetti night. Another member asked for caution doing that because they don’t want the events to get too repetitive.
- One member mentioned they would like to see the Patroon Room open later- they feel it is a good deal for their money and would like to see more events there.
- One member suggested adding more signage to promote local grown products in the dining rooms.
- Members all agreed that they receive most of their dining promotional information from napkin inserts and social media.
- One member noted that not all cashiers are aware of Two-Fer-Tuesday.

❖ Campus Food Policy Review
- Members did not have any questions for Michelle Bowen regarding the Campus Food Policy.
- Co-Chairs will send out a reminder asking if there are any suggestions to reach out.

Next Meeting: Nutrition  
Tuesday, March 24th  
5:30pm, Dane’s Den