

**JSCA Food Services Forum**  
**DRAFT Meeting Minutes**  
**September 24, 2007**

**Present:** Brian Key, Chair; Mark Scott, Chris Stairs, Norm Eldridge, Richard Spencer, Christine Maynard, Anthony Franklin, Mary Franklin, Mina Fung, Tim Bushman, Mark Freeman; Mike Cotter, General Manager.

**1. Introduction**

JSCA President Brian Key welcomed members to the JSCA Food Forum. Members present introduced themselves.

**2. JSCA Food Services Primary Purpose and Meeting Objective**

Brian recounted the history of food service at the Jericho Sailing Centre and stated that the primary purpose has always been to serve the food and beverage needs of JSCA members. The purpose of this meeting is to receive input from members on how we might improve our food and beverage service to better meet our objective.

**3. JSCA Member Feedback and Input**

Members present were furnished with comments emailed by members in response to our requests for input contained in our last two weekly e-newsletters "*in the wind*". (Attached). The following discussion ideas were put forward by the members present as possible ways to improve service to members:

Member Seating

- a key issue is the conflict between service to members and service to non-members particularly during the busiest periods.
- many times there is no place for members to sit on the deck.
- members would like to see the "Members Only" seating increase when busy.
- movable member area-theatre style rope- better "Member Only" signage.
- volunteers could be utilized to enforce member only areas.
- reverse the "Member Only" and non-member seating capacity.
- require members to display a member card when sitting in Member's area.
- make clear to the public that the primary purpose is member service.
- service to members on the Sailor's Lounge side must be improved-emphasize.
- Sailor's Lounge service should be better identified for members-service bell.
- better use could be made of the rooftop deck as a non-alcoholic eating area.
- proper tables, chairs and umbrellas required for rooftop deck.
- Sailor's Lounge furniture is too bulky and old – Galley style furniture would make this a more desirable seating area.
- rather than limit public use, JSCA's objective should be to grow the member space.
- Sailor's Lounge doors should always be unlocked when Galley is open so that it is accessible to members and can be used as a walk through.

Menu

-there is a need for lower priced items, snacks, soups, smokies, sandwiches, sushi, healthy muffins, fruit, etc. These could be specials available at peak times with lower member pricing.

- suggestion to have a self serve fridge with pre-prepared sandwiches, pre-packaged meals-this could also alleviate service delays.
- members are often in a hurry to pick-up something light and get out onto the water-this is a very important opportunity for the F&B service to better serve JSCA.
- many of our members are students, sensitive to cost, who require more affordable options from their sailing centre.
- suggestions included “Bread Garden” pre-made sandwiches and wraps, etc. sold at Chevron stations and other outlets. Items which are cheap, pre-made and quick.
- other suggestions were “Starbucks” or “Costco” sandwiches which could be made elsewhere and delivered for accelerated service.
- a new faster food product line could be introduced to address a segment not currently served.
- menu has not changed much in three years.
- introduce new vegetarian items, samosas, etc.
- things to snack on while enjoying alcoholic beverages.

#### Ambiance

- The constant noise generated from order calling degrades the atmosphere and ambiance of our F&B facility and must be addressed.
- flag signals or LED number display when order ready was suggested.
- servers delivering orders to tables identified with order numbers.
- electronic coaster system would be the best solution but is costly.
- other solutions proposed included turning down the volume or just calling out the order number, not what items are in the order-reduce the amount of noise.

#### Affiliated Club Functions

- club events should be better served by the JSCA’s F&B service.
- clubs would like to have access to the rooms and patio for their functions but feel the service is too costly for their events.
- liquor license regulations restrict affiliated clubs ability to operate under a Special Event Licence.
- the catering service costs significantly more than ordering directly from the standard menu for the same items-clubs could do their own functions for much less.
- the liquor licence could be temporarily suspended or customized to allow for member club use.
- if member clubs are having difficulty working around the food and beverage service, there is a problem and it needs to be fixed.
- suggestion for a profit sharing arrangement between clubs and the F&B service contractor for events which occur in the off season.
- JSCA needs to work with clubs. Revenue could be gained from events which might not have otherwise been here.

#### **4. Adjournment**