Minutes
Board of Directors Meeting
March 11, 2015
SU 407

Attendees:  
Steve Deutsch  
Michele Halstead  
Kevin Saunders  
Osotohana Okundaye  
James Auer  
L. David Rooney  
L. David Eaton  
Kristina Virgil  
Jesse Ginsburg (departing at 11:56 am)  
Brendan Kelly  
Others Present:  
Kathy Goulden, Pepsi  
Various Pepsi Representatives  
Various Students  
Bill Turner, Coke  
Various Coke Representatives

Recording Secretary:  Janet M. Cosh

Call to Order:  10:34 a.m.

MINUTES:
Steve asked if there were any comments, questions, corrections or additions regarding the Minutes from the February 11, 2015 meeting or today’s Agenda; there were none. There was no discussion; the documents were unanimously accepted.

PUBLIC COMMENT:
There was no public comment.

PEPSI PRESENTATION:
Steve introduced Kathy Goulden from Pepsi who informed the Board that their company has held the vending/pouring contract on campus for the last 20 years; they are a locally owned and operated company serving 6 counties in the Hudson Valley; have over 600 national partnerships; have an 80% retention rate; their diverse portfolio includes colas, coffees, teas, juices, flavored water, and sports drinks; they own and operate their own vending company; Gatorade is owned by Pepsi; they offer a Point of Use (POU) filtered water cooler system; have bulk and route trucks available for deliveries at all times; are upgrading to Energy Star machines; and have a global commitment to sustainability, recycling and solar initiatives. She presented pictures of a new touch-screen fountain beverage machine referred to as ‘Spire’ that allows the customer to customize their beverage selection. Kathy stated that Pepsi would continue to support both the athletic and foundation annual golf tournaments; would continue to provide scholarship monies; would continue to provide donations of beverages for campus events as requested or needed; would offer recycling incentives and education; would provide kits, programs, promotional materials and product give a-ways on campus; has a team available to meet and conduct health and nutrition workshops with the coaches, trainers and athletes; and was initiating a summer internship program for as many as 5 SUNY New Paltz students. She then reviewed the financial information provided in the proposal and invited questions from Board Members.
Questions and discussion followed with it being ascertained that Pepsi believes the user volume lost as a result of the bottled water ban will be made up in other sales as has been the case at Vassar College for the last 2 years; the design of the Spire machine may be different than pictured but the technology will be the same; the fountain machines are provided at no additional cost to campus as they are part of Pepsi’s financial investment; if sales are lower than projected the rebates may change but there will be no reduction in scholarship or marketing money; and Pepsi has seen the biggest growth in their more natural and healthier offerings.

**COKE PRESENTATION:**

*Steve* introduced Bill Turner from Coke who informed the Board that they have partnerships with various travel, entertainment, sports, resort, and music entities in NY which allows them to distribute complimentary tickets to students for various events throughout the year; they provide promotional materials and raffles in conjunction with 7 national college promotions throughout the academic year; they have several different types of beverage dispenser options in addition to their Freestyle machine; there is a cost of approximately $25K per Freestyle machine, but other vending machines would be replaced at no cost to CAS; they provide credit card readers for all of their machines; their machines accept $5 and $10 bills; they have a me/we/world program which supports a healthy, active, positive lifestyle; they have a water stewardship program to reduce carbon emissions; have a sustainable plant in NJ; support climate and energy initiatives with a hybrid electric truck fleet; they are test marketing recyclable plant bottle packages; and they have plans to optimize recycling on campus by assessing, developing, and improving upon existing strategies. He presented pictures of the Freestyle fountain machine, explaining that it allows for 148 different beverage flavor combinations with 70% of sales typically coming from nontraditional flavors; increases sales; reduces space; utilizes cartridges made of 66% recycled materials which eliminates the need for boxes and bags; and 75% of all repairs can be made remotely which reduces down time. He also explained Coke’s valid fill RFID chip cup technology system that is being utilized at Binghamton.

Questions and discussion followed with it being ascertained that Coke is a separate entity from Snapple; Triple JJJ Vending is a third party snack provider who Coke would be partnering with and who submitted a separate proposal; Board Members would like more information about the third vendor; there would be reduced commissions on any Pepsi products sold by the third party vendor; and a price per item comparison is contained within the proposals.

*Steve* advised the Board that the new Controller starts on Monday and he would have her help him with a financial analysis and comparison of the proposals for distribution in advance of the April meeting, and would collect questions between now and then as well. He believes the financial offerings from Coke and Pepsi are similar with the distribution of monies being slightly different, stating that there was a noticeable difference in commissions from Pepsi, as well as upfront scholarship monies from Coke. He thinks customers would appreciate the Freestyle machine and RFID chip cup concept, and intends to discuss the fee for the machine with Sodexo and ask Pepsi if they have a similar program. He feels the internship program with Pepsi stands out and will ask Coke if they
can match the same. His biggest concern with Coke is dealing with and keeping track of 2 separate entities.

**MEAL PLANS:**

Steve informed the Board that next year's Budget has not yet been finalized and explained that meal plans are the most important component of the same. He reminded the Board that 4 new food service venues would be opening on the west side of campus this year. He advised them that Sodexo had conducted surveys to determine what students wanted and it was clear they wanted more flexible spending dollars and an all flex dollar plan. He reviewed the 3 current meal plans each costing $1,838, noting that there was $50 dining dollars included on the Carte Blanche Plan; $200 on the 14 Meal Plan; and $1070 on the 5 Meal Plan. Based on discussions with Sodexo and the Budget Committee, he proposed moving to 4 meal plans with a 5% price increase to $1,930. The new Carte Blanche plan would include $200 dining dollars; the new 12 meal plan would replace the 14 and include $500 dining dollars; the new 7 meal plan would replace the 5 and include $900 dining dollars; and the Ultimate Flex would consist of $1,930 dining dollars. He noted that first year students would be required to stay on the Carte Blanche both semesters of their first year as opposed to just their first semester; a taxable version of the Commuter Plan would be available for purchase by faculty and staff; and the only change to the traditional student Commuter/Voluntary Plan would be the rollover of dining dollars from fall to spring.

Discussion followed with it being ascertained that evidence gathered over the last 3 years does not support the continuation of the meal exchange option; it is difficult to match the value of a cafeteria experience in a retail or restaurant setting; the option to use dining dollars for a meal at HDH remains; meal plans are reviewed and discussed annually and the proposed 5% price increase is only for this year; New Paltz still has one of the most affordable meal plans in the SUNY system with Oneonta being the closest at $2,025 per semester this year; tuition rates are affected by incoming numbers, meal plans are not; CAS is a separate entity from the residence halls and from campus; consideration was given to having a 14 meal plan as opposed to a 12 meal plan but historical data did not support the concept; athletes and student teachers will continue to receive a reduction in their meal plan expense due to the fact that they are often off campus; and retail prices are based on market pricing and surveys, and approved on a line-by-line basis each year.

Steve reminded the Board that work on the Budget could not move forward without a decision on meal plan pricing and sought a vote to approve the meal plans as presented. The vote was 6 in favor, none opposed, and James abstaining. The vote passed.

**ADJOURNMENT:**
The meeting was adjourned at 12:33 p.m.