



The University Corporation  
San Francisco State

Room ADM 361  
1600 Holloway Ave.  
San Francisco, CA 94132

[ucorp.sfsu.edu](http://ucorp.sfsu.edu)

## **Retail and Commercial Services Committee Meeting**

Monday, May 19, 2025

11:00 AM to 12:00 PM

via Zoom

### **Committee Members**

Trevor Getz, Chair

Jordan Calley

### **UCorp Staff**

Tammie Ridgell

Chris Farmer

Andrew Lok

Julie Vuong

**Absent:** Rob Strong, Jason Bell

### **I. Call to Order by the Acting Chair**

Meeting called to order by Trevor @ 11:02 AM

### **II. Survey Results**

Chris presented the survey results, which were gathered from students, faculty, and staff to assess campus food and retail service preferences. While the survey was initially focused on the former Crave space, Andrew explained it was expanded to include broader campus retail needs. The goal was to obtain a current understanding of student preferences and guide future planning. Chris emphasized that the survey served a dual purpose: to inform decisions about both vacant spaces and to help determine whether issuing a full RFP was warranted at this stage.

Among the 140 responses, participants prioritized affordability, quality, and convenience in food services. There was strong interest in an additional food and beverage option in the Cesar Chavez Student Center, particularly for Asian cuisine. Other suggestions included non-food services such as laundry lockers and mail/shipping services, especially relevant for the approximately 25% of students who live on campus without cars. Jordan highlighted the importance of mail and shipping services for this population.

The survey also included questions about the SF State Bookstore. Results showed that students most frequently purchase SF State-branded merchandise, followed by course materials and technology products. When acquiring textbooks, students preferred having materials included with tuition and fees, followed by purchasing from outside sources. Overall, the findings highlight a desire for convenience, affordability, and clearer communication around textbook access.



### **III. Request for Information (RFI) Results**

An RFI was distributed to over 50 potential food vendors, including current and former campus partners, food truck operators, and previously interested businesses. Four vendors responded, with three of the four aligning with student preferences identified in the survey.

The committee emphasized the importance of avoiding direct competition with existing vendors and ensuring any new tenant can succeed in a lower-visibility location. Affordable, grab-and-go options were seen as most viable, with affordability framed not only as a financial concern but also as a matter of equitable access to campus resources.

### **IV. Future of Vacant Location in CCSC**

The Crave space, which includes full kitchen infrastructure, was identified as better suited for a quick-service food concept. Its smaller size may also make it more affordable for new vendors.

The Pub space, lacking food infrastructure, was deemed more appropriate for non-food services. The committee agreed that reopening a traditional pub is not viable due to cultural shifts in student behavior, fewer evening classes, and reduced campus activity after hours. Current vendors report low evening traffic and typically close by 4–5 PM.

Chris and others noted that the lower-level locations have historically struggled due to limited visibility, and successful tenants must offer fast, affordable, and appealing options to attract traffic. Tammie and Chris emphasized the importance of activating the space. Any new use of space should revitalize the entire lower level, benefiting all vendors in the area.

Tammie left the meeting at this point, the time being approximately 11:34 AM.

The committee continued its discussion, reflecting on vendor history in the space. Jordan noted that the pool tables remain popular and that the pizza vendor is one of the top catering choice for student clubs and organizations.

Chris confirmed the next step is to issue a formal RFP to the four interested vendors, requesting detailed proposals including menus, pricing, hiring practices, and concept visuals. These proposals will be reviewed by the committee and potentially shared with Associated Students and other student representatives in the fall. Taste testing may be included in the final selection process.

### **V. Call for Adjournment**

Trevor adjourned meeting at 11:50 AM.