109^{TH} **CAMPUS CLUB**

ANNUAL MEETING

Learn the latest details on the Club's fiscal health, programs, successes/challenges, and future plans.

05/18 TUESDAY
2 0 2 1

ONLINE VIA ZOOM

BEGINS AT 4:30 PM





WELCOME



HIGHLIGHTS

PLANNING FOR THE FUTURE!

In 2022, the Campus Club lease expires and the 20-year debt service will be paid. With a new lease being negotiated, what can we do to increase our membership and visibility on campus?

This year we:

- Joined the Minnesota Central Kitchen project to help address immediate hunger, food service employment, and food rescue needs brought on by the pandemic
- Launched the Campus Club member app
- · Began a takeout and delivery option for our members
- Conducted four surveys to gain member and stakeholder perspective on the future of the Club
- Began hosting events online
- Started running ads in My U and the UMAA newsletter to generate more business and increase membership





- The Last 12 Months
- Membership Review
- Employee Retention



A QUICK OVERVIEW

The Campus Club was closed:

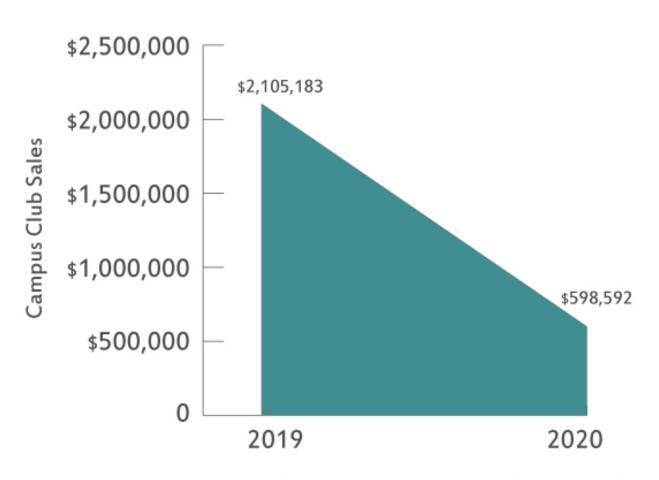
Mid March - August 2020 December 2020 - April 2021

We opened with reduced hours September-November 2020 thanks to a PPP loan. We reopened May 3rd, 2021 thanks to a second PPP loan and federal employee retention funds.



SALES

COMPARISON OF 2019 VS 2020

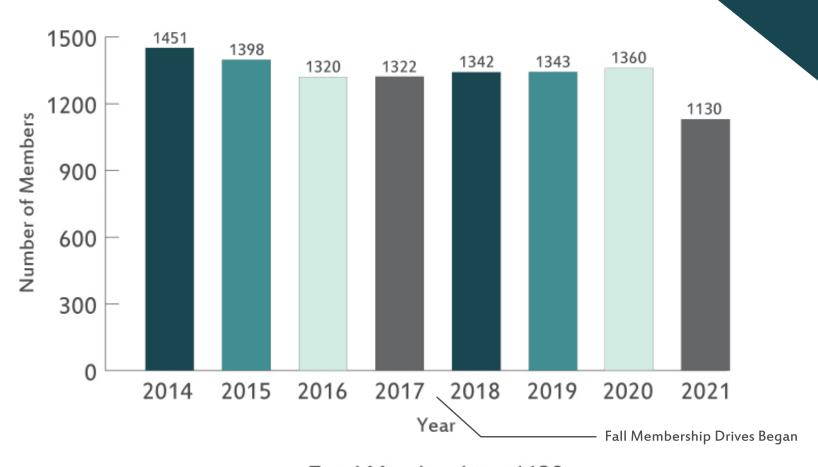


Sales Comparison - Calendar Year 2019 vs 2020 January 1 - December 31



MEMBERSHIP

CURRENT NUMBERS*







MEMBERSHIP

MEMBERSHIP DRIVE

In the fall of 2020 we ran a mini member drive, offering a limited short term membership for just \$10. This gave the University community a place to come while many buildings were still closed down, and also allowed new members to try out the Campus Club while we were open in the fall of 2020.



MEMBERSHIP

FALL DRIVE 2020



SPENDING TIME ON CAMPUS FOR WORK OR SCHOOL THIS FALL?

BECOME A CAMPUS CLUB MEMBER FOR FALL SEMESTER ONLY AND GET ACCESS TO GREAT DINE IN * TAKEOUT * DELIVERY OPTIONS!



GO TO CAMPUSCLUBUMN.ORG OR CALL 612-624-6626 TO BECOME A MEMBER

4th Floor Coffman Union | University of Minnesota

Short term membership pricing valid for Fall 2020 only. Membership expires 12/31/2020. Credit card required. Available to University Faculty, Staff and Students only.







WHAT'S HAPPENED

The Campus Club was informed in February 2021 that the Provost will eliminate the Club's subsidy starting in FY 2023, to be negotiated with a new lease that will begin 2023.

- We sent out surveys to our key stakeholders to help identify the components of the Campus Club that are most important to our members and to the University. They were sent to:
 - Development Officers
 - Alumni Relations Officers
 - Twin Cities Deans Council
 - Regents Professors
- We have established a committee to look at membership and business model options, and build a case for the Club to show our value to the University.



SURVEYS: WHAT DID WE ASK

- How does the Campus Club help your University of Minnesota collegiate unit accomplish its mission and vision?
- What elements of the Campus Club are important to maintain, as the Club considers a new business model?
- What new or missing services could the Campus Club provide that would further assist your unit in meeting its goals?



SURVEY OF DEVELOPMENT OFFICERS: HIGHLIGHTS

- "We use the Campus Club as a place to showcase the University to our donors.
 It is often the perfect meeting place and the dining room strikes the right
 balance of 'academics' and getting our business done."
- "We utilize CC for collegiate leadership meetings and retreats to help our college move forward in our mission of inspiring learners at all stages. I have also utilized CC to meet with alumni and donors - I have held informal networking events for alumni in the bar area, as well as a rental space for a social following a larger event at Northrop. The option of having a place for food and alcohol that is affordable on an alumni budget can be challenging on campus but this has provided a space to do so."
- "Being open for lunch and happy hour with colleagues."



SURVEY OF DEVELOPMENT OFFICERS: HIGHLIGHTS

- "Continue having service at the tables and continue with bar/lounge services."
- "Table service (not just walk through), high quality, locally sourced food that makes the venue/menu unique, the environment where donors can see how our faculty community comes together."
- "I wish more people were there at lunch. Open up to faculty and staff without membership."



SURVEY OF ALUMNI RELATIONS OFFICERS: HIGHLIGHTS

- "The UMN National Recruitment Team uses campus club regularly to treat admitted, out of state students (and their families) to lunch as part of the campus visit through the Office of Admissions."
- "The Campus Club is a go-to for our college! Its central location and reasonably convenient parking makes it ideal for connecting and reconnecting with alumni and donors. Visiting campus can be daunting for some and there are few "polished" venues that allow reservations all things that make the Campus Club critical. There are also very few mid-sized meeting spaces on campus. The Campus Club staff is well-oiled and we can always count on them to be welcoming, professional, accommodating, and positive representatives for our guests."
- "Event services with catering, table service."



SURVEY OF ALUMNI RELATIONS OFFICERS: HIGHLIGHTS

- "I would love to see more local products featured for guests of all ages to enjoy. Especially if there are alumni created food products that can be provided, or alumni-owned farms that can be featured!"
- "Continued A/V enhancements I imagine we'll increasingly seek spaces equipped with camera and audio setups for hybrid gatherings."



SURVEY OF TWIN CITIES DEANS COUNCIL: HIGHLIGHTS

- "The CC's care, cuisine and staff support is a crucial way of putting the U's best foot forward both internally and externally. It has helped build alumni relationships as well. Were it to go missing, I truly believe it would be a tragedy yet another victim of COVID-19. There are very few places on the University's sprawling campuses (West, East, St Paul) where faculty, leadership, staff, retirees and yes, some students too, cross paths. Its social functions are the key."
- "Add sit down a la carte dining, with breakfast, lunch and dinner service (this will allow you to catch all the business with campus visitors)."
- "I think a St. Paul location would be great! I don't know if that is financially feasible, but it
 would be lovely. Before COVID, we used Muffaletta and then Nicos or Chianti Grill for
 venues that are close to campus but an on-campus space would be wonderful."
- "Broader availability to employees without a paid membership."



SURVEY OF REGENTS PROFESSORS: HIGHLIGHTS

- "The Club visits are a great recruiting tool for faculty hires and student recruiting. Facilitates informal meetings with other faculty. Fosters collegiality and collaborations. Provides meeting venues. Has excellent food. I recommend that you request continuation of the subsidy from the U leadership. Could the U of Minnesota Foundation support the Campus Club? This is a very valuable venue for the U. I was at a university before that did not have a campus club and therefore I perhaps can see more than others the distinct benefits that a club like this provides to the campus community."
- "Campus Club provides a congenial environment of lunch, after work socializing at the bar, and an excellent venue for group activities including dinners and receptions. The food and service are very good. This sort of multifaceted facility on campus is extremely valuable for fostering collegiality and faculty engagement."
- "It is one of the real competitive advantages U of M has versus competitor institutions. It would be a disaster to lose this."



WHAT'S NEW

- We launched the Campus Club App in the Fall of 2020
- We began a takeout + delivery option in the Fall of 2020
- We changed the ordering process in the Spring of 2021





Members can enjoy the flavors of the Campus Club from the comfort of home

Delivery Available For Campus Club Members!

Monday - Friday to select UMN buildings

Church Street North of Washington

Rapson Hall | Lind Hall | Amundson Hall

Jackson Hall | Mayo Building Boynton Health Service selmo Hall (Coffman Plaza entra

nanical Engineering (designate north or south)
Murphy Hall (designate north or south)

Pleasant Ave Bruininks Hall | Appleby | Frase

Northrop Mall Entrance
Northrop | Morrill Hall | Johnston Hall
Tate Hall | Vincent Hall | Ford Hall
Walter Digital Technology Center
Smith Hall | Kolthoff Hall

Delaware SE

Coffman Memorial Union | Moos Towe
Phillips-Wangensteen Building
Health Sciences Education Center

Ith Sciences Education Center Weaver-Densford Hall

Go to CampusClubUMN.org/delivery to view our menu,

then place your order online or give us a call
Front Desk 11am - 2pm | 612-626-7788 // Bar 2pm - 5pm | 612-624-9136

Not a member? Join today for only \$10!

AMPUS LUB Socce FOIL

4th Floor Coffman Union | University of Minnesota | CampusClubUMN.org

or '

Online Today

AMPUS LUB

nion | CampusClubUMN.org





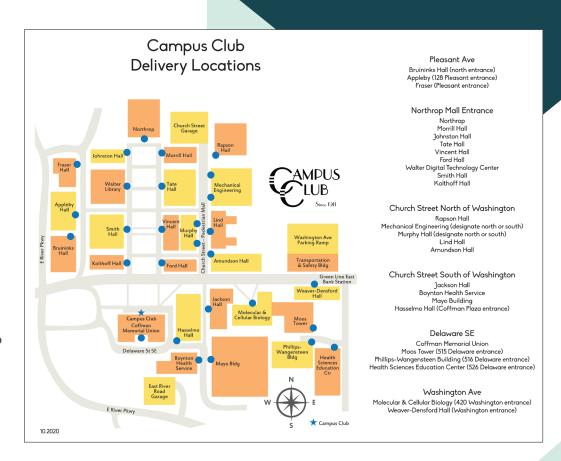
THE NEXT 12 MONTHS

WHAT ELSE CAN THE CAMPUS CLUB OFFER

Our current delivery options are limited to locations near the Campus Club since our staff are running deliveries.

Should we look at external services, such as DoorDash, to extend our delivery reach? Will this generate more business?

What if we were to offer meals to go? A prepackaged dinner option for families. Would this interest our members?





EMPLOYEE RETENTION

FULL TIME EMPLOYEES

It has been a challenging year for Campus Club employees. What can we do to help?

- We've been able to guarantee employment for our kitchen staff, thanks to Minnesota Central Kitchen.
- We're paying health insurance for full time employees through December 2021 with employee retention funds.
- To offer assistance over the past year, many of our members have elected to continue paying their dues while the Club was closed.
- Several of our members contributed to our optional gratuity fund as a way to offer their support for Campus Club employees.









NOMINATIONS



NOMINEES

2021 BOARD OF DIRECTORS

Additional Nominees from the floor may be added, but there must be 20 member signatures



Sauman (Sue) Chu Associate Dean for Academic Affairs + Graphic Design Professor at the College of Design



Molly Portz
Assistant Dean for International Programs



Virajita Singh
Associate Vice Provost in the Office of Equity and Diversity
+ Senior Research Fellow at the College of Design



Sheri Stone
Director of Human Resources and Organization
Developement for the Libraries



Call for action to accept the slate of nominees.





FISCAL YEAR

COMPARISON									
Revenue		FY2018 Actual		FY2019 Actual		FY2020 Actual	FY2021 Projection		FY2022 Budget
Lunch sales	\$	362,741	\$	372,575	\$	267,347	\$ 19,853	\$	155,925
Catering/special events	\$	771,076	\$	804,405	\$	471,596	\$ 30,966	۶ \$	380,730
Event Liquor	\$ \$	86,614	۶ \$	101,908	۶ \$	68,802	\$ 13,308	۶ \$	48,745
Conf room rentals	\$	188,847	\$	208,493	\$	152,770	\$ 20,280	\$	122,400
Service Fees	\$	143,455	\$	161,320	\$	96,923	\$ 8,570	\$	80,497
Bar sales	\$	74,790	\$	72,946	\$	50,264	\$ 5,952	\$	30,470
Bar Food	\$	35,673	\$	30,946	\$	23,645	\$ 1,415	\$	13,650
Gopher Express	\$	7,494	\$	4,886	\$	4,076	\$ 592	\$	4,000
Delivery		ŕ		,	,	,		\$	50,000
Membership dues	\$	272,319	\$	284,289	\$	270,370	\$ 204,855	\$	105,600
Member brunches/dinners	\$	30,376	\$	27,328	\$	10,995	\$ 1,025	\$	12,000
Misc. income	\$	2,925	\$	12	\$	0		\$	_
Government loans, grants, and funds							\$ 453,996	\$	407,856
Second Harvest Heartland							\$ 149,959	\$	273,000
Total Sales Income	\$	1,976,310	\$	2,069,108	\$	1,416,788	\$ 910,771	\$	1,684,873
Support from U of M (Rent*)	\$	132,000	\$	132,000	\$	132,000	\$ 132,000	\$	132,000
Support from U of M (CMU**)	\$	177,000	\$	177,000	\$	177,000	\$ 177,000	\$	177,000
Support from U of M (Debt Service)	\$	250,000	\$	250,000	\$	250,000	\$ 250,000	\$	250,000
Support from U of M General	\$	180,500	\$	180,500	\$	180,500	\$ 180,500	\$	180,500
One time, non recurring support from U					\$	100,000		\$	-
Interest income	\$	936	\$	761	\$	840	\$ 693	\$	900
Total Revenue	\$	2,716,746	\$	2,809,369	\$	2,257,128	\$ 1,650,964	\$	2,425,273
Expenses									
Rent, Debt Service and Utility Costs	\$	836,203	\$	852,617	\$	855,947	\$ 834,561	\$	845,877
All Operating Expenses	\$	1,820,676	\$	1,802,079	\$	1,324,008	\$ 695,753	\$	1,433,871
Administrative Expenses	\$	141,675	\$	178,560	\$	144,964	\$ 90,019	\$	137,880
Total Expenses	\$	2,798,554	\$	2,833,256	\$	2,324,919	\$ 1,620,333	\$	2,417,628
Total	\$	(81,808)	\$	(23,887)	\$	(67,791)	\$ 30,631	\$	7,645

^{*}Building Operations



^{**}Building Depreciation







2021 SERVICE AWARD

Service awards are given to members of the Board of Directors who have served (at least) two consecutive 3-year terms.

AMELIOUS WHYTE

BOARD OF DIRECTORS 2014–2021 PRESIDENT 2018–2021 VICE PRESIDENT 2017–2018







2021 SERVICE AWARD

Service awards are given to members of the Board of Directors who have served (at least) two consecutive 3-year terms.

LISA WARREN

BOARD OF DIRECTORS 2015–2021 VICE PRESIDENT 2019–2021 TREASURER 2016–2019 SECRETARY 2015–2016







Service awards are given to members of the Board of Directors who have served (at least) two consecutive 3-year terms.

MARTHA JOHNSON

BOARD OF DIRECTORS 2015–2021





SERVICE AWARD

CAMPUS CLUB PILLAR







Service awards are given to members of the Board of Directors who have served (at least) two consecutive 3-year terms.

LINCOLN KALLSEN

BOARD OF DIRECTORS 2014–2021 BOARD OF DIRECTORS 2006–2011





SERVICE AWARD

CAMPUS CLUB BAR COLLAGE







EXECUTIVE DIRECTOR'S REPORT

- A Year of Change
- Current Campus Club Business Model
- Business Model Options



CAMPUS CLUB

A YEAR OF CHANGE

Perfect Storm of Change

Loss of a year has come at a time when we should be planning to set up the Campus Club for the next 20 years. Instead we find ourselves about to renegotiate our lease and possibly lose our funding starting in FY2023 while at the same time trying to rebuild our sales, our membership, add new (and unproven) sources of income. It's a new world with zoom, online classes, flexible schedules, smaller and fewer department events.

Losing our rent subsidy means losing about \$500,000 in support

- To cover that loss we would need an additional \$2,000,000 plus in sales
- Kitchen is too small to generate that much product
- Not enough storage for that much product
- Need time to build up demand

Those issues aside, it's clearly time to look at how we operate, our mission and purpose, what our business model looks like, and what we are organized to do.

Let's start at the top, and look at how we are structured, and look at some options.



CAMPUS CLUB

BUSINESS MODEL

The Campus Club business model depends on catering revenue and room rental in order to be viable.

- Through 2017 the Campus Club was able to operate most years in the black, and used profits to pay for new furniture, fixtures, and equipment (FFE). Between 2006–2017 the Club reinvested over \$800,000 in FFE.
- Use of the Club for University department events accounts for 85% of the Club's event revenue.
- Since 2017 department event revenue has been falling, in spite of the Club attracting more events.
- New University budget realities and policies make our business model obsolete.



CAMPUS CLUB

BUSINESS MODEL OPTIONS SCENARIO 1: STATUS QUO

- Operate as a 501c7 non-profit, membership based social organization relying on sales through:
 - Restaurant & bar operated for members
 - In house catering, conference room rental, service fee; limited sales to non members
 - Delivery and secondary sales
 - Sales to non members limited to 15% of gross sales
 - Membership income
- Restaurant and Bar are supported by in house catering done at near market and market rates, administration supported by membership income.
- At least 85% of sales must be to members.
- Non member sales (secondary sales, possibly delivery) subject to corporate income tax, non members are charged an additional 15%.
- When catering income drops, the Club is not viable. We've seen this with our department income in the last few years, even pre-covid.



BUSINESS MODEL OPTIONS

SCENARIO 2: 501c(7) PLUS

501c(3) CHARITABLE DIVISION

- Retain our 501c(7) for membership and restaurant operations, weddings and private parties
- Add 501c(3) Charitable division with purpose of supporting the University and surrounding community

Benefits

- · Increased fundraising possibilities as gifts are tax deductible
- Possible corporate/foundation support
- Events and sales that support the charitable cause are tax free
- Showcasing the people & research at the University raises awareness, drives business
- Greater involvement with the University mission increases our value to the University

Disadvantages

- Membership requirement for the bar and restaurant is unpopular
- Possible additional costs for fundraising and administration
- Two sets of books and two separate boards are required



BUSINESS MODEL OPTIONS

SCENARIO 3: LLC FOR PROFIT BUSINESS
PLUS 501c(3) CHARITABLE DIVISION

- Change to a Limited Liability Corporation (LLC for profit business)

Benefits

- Membership can be optional rather than mandatory
- No limit on non member income
- 10% of pretax profits get transferred to 501c(3) tax free
- Increased fundraising possibilities as gifts are tax deductible
- Possible corporate/foundation support
- Events and sales that support the charitable cause are tax free
- Showcasing the people & research at the University raises awareness, drives business
- Greater involvement with the University mission increases our value to the University

Disadvantages

- Possible loss of membership income
- Possible additional costs for fundraising and administration
- Two sets of books and two separate boards are required



BUSINESS MODEL OPTIONS

Regardless of how we organize with the IRS, it's hard to run any type of successful company or organization if you are limited on how you can grow your business.

Limiting factors

- Size of kitchen and storage space
- Lots of square footage in hallways
- Lack of \$\$ for capital improvements and renovations
- 501c(7) IRS limits on non-member income



BUSINESS MODEL OPTIONS

Now is the time to plan!









EXECUTIVE CHEF'S REPORT



CAMPUS CLUB KITCHEN STAFF

MINNESOTA CENTRAL KITCHEN

When the world shut down one year ago, Second Harvest Heartland joined forces with Chowgirls Catering and Loaves & Fishes to create *Minnesota*



Central Kitchen. Built on the universal power of a prepared meal, Minnesota Central Kitchen was created to address immediate hunger, food service employment, and food rescue needs brought on by the pandemic.

Currently in Minnesota, 1 in 9 people are experiencing food insecurity. According to The College Student Health Survey that is disseminated by Boynton Health every 3 years, 1 in 5 University of MN students reported experiencing food insecurity in 2018. The newest survey will be published in the fall of 2021.

The Campus Club has been part of this essential project since November, now making 1400 meals per week that are distributed to University of Minnesota students through the Nutritious U/Swipe out Hunger program, to the West Bank Community Development Organization, and to Roseville Public Schools. We will continue to supply Minnesota Central Kitchen with meals for food insecure students and community members throughout the summer and beyond.



CAMPUS CLUB KITCHEN STAFF

MINNESOTA CENTRAL KITCHEN

As of May 18th 2021, the Campus Club kitchen has made over 37,025 meals since starting in mid-November.

Opening the Campus Club kitchen to Minnesota Central Kitchen has allowed us to contribute to a large problem facing our community right now, while also helping our kitchen employees. While the club was shut down, many of our kitchen staff employees were able to continue working because of the Minnesota Central Kitchen project.









CAMPUS CLUB KITCHEN STAFF

MINNESOTA CENTRAL KITCHEN















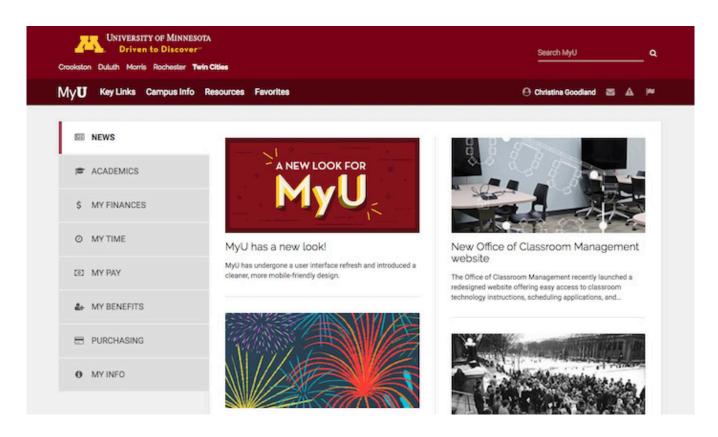






MARKETING

WE BEGAN RUNNING ADS IN THE UMAA NEWSLETTER + IN MY U IN THE SPRING OF 2020



My U offers free ad space to share news about relevant things happening on campus. This has been great for promoting member drives, events, and weddings at the Campus Club. Each ad can run for up to two weeks at a time and can be accessed by UMN students, faculty, and staff.



MARKETING

ADS IN THE UMAA NEWSLETTER + IN MY U











Save up to 70% on dues during our Fall Membership Drive! That's only \$88 for your first year! Regular Alumni dues are \$228.50 – \$300

Sign up at CampusClubUMN.org or at the front desk 4th Floor Coffman Memorial Union

Offer expires 12.31.2019





AMPUS LUB Since 1911

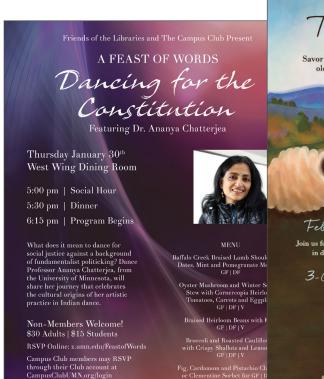
Schedule a tour today!

CampusClubUMN.org/weddings | ccevents@umn.edu | 612-625-1967



MISC. EVENTS

FEAST OF WORDS (2020) LONG TABLE DINNER (2020) FEAST OF WORDS (2021) VIA ZOOM



A 'Virtual' Feast of Words LONG TABLE SERIES Taste of Georgia Featuring Dr. John Wright Savor the flavors from the country of Georgia, one of the wor oldest wine producing areas, right here in the Twin Cities! Non-members welcome! February 20th | 6:00 pm | \$50/perso Join us for three delicious courses paired with four fascinating wines, exp in detail by executive chef Beth Jones and sommelier Jason Kallsei 3-Course Dinner with Georgian Wine Pairin Khachapuri (Georgian Cheese Bread) RSVP online to get the Zoom event link sent to you! Chanakhi (Lamb Stew with Eggplant and Potatoes) | GF, DF continuum.umn.edu/reservations-to-a-Gozinaki (Nougat with Pears and Clementines) | GF, DF feast-of-words-with-john-wright lib.umn.edu | CampusClubUMN.org Rsvp Online or Call 612-626-7788 4th Floor Coffman Union | University of Minnesota | CampusClubUMN.org

Friends of the Libraries and The Campus Club Present

The Unapologetic Omnivore

Thursday, February 18th | 7:00 pm - 8:00 pm

Free Online Event via Zoom Connection

Join us online for a conversation with Emeritus Professor Dr. John S. Wright about his intellectual forebearers and the African American renaissance men and women who inspire his work.

Dr. Wright will be joined by Cecily Marcus, Curator of the University Libraries' Givens Collection of African American Literature, the Performing Art Archives, and the Upper Midwest Literary Archives.

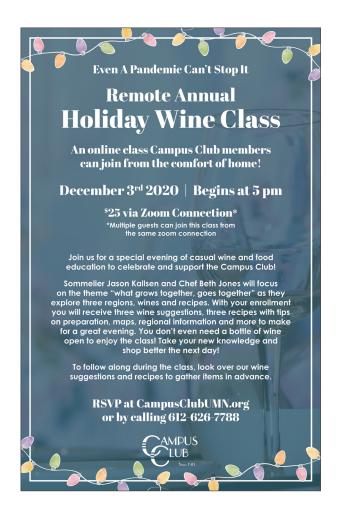
Friends of the Libraries





CLASSES

HOLIDAY WINE CLASS (2020) VIA ZOOM WINE CLASS (2021) VIA ZOOM

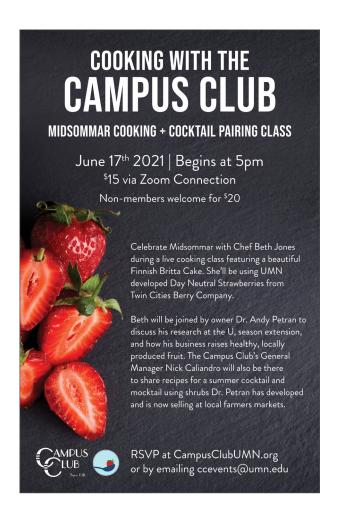






CLASSES

COOKING CLASS (2021) VIA ZOOM COOKING CLASS (2021) VIA ZOOM







HAPPY HOUR

NON-MEMBER SUMMER HAPPY HOUR (2021)







OLD BUSINESS AND NEW BUSINESS



109TH
CAMPUS CLUB

ANNUAL MEETING



THANKS FOR COMING!

