



**THE PUBLIC SCHOOLS OF BROOKLINE**  
BROOKLINE, MASSACHUSETTS 02445

PHONE 617-730-2425  
FAX 617-730-2108

ANDREW BOTT  
SUPERINTENDENT OF SCHOOLS

MARY ELLEN DUNN  
DEPUTY SUPERINTENDENT  
FOR ADMINISTRATION AND FINANCE

## Memorandum

**TO:** Andrew Bott, Superintendent of Schools  
Mary Ellen Dunn, Deputy Superintendent

**FROM:** Matthew J. Gillis, Director of Operations & Facilities

**CC:** Dave Geanakakis, Chief Procurement Officer  
**CC:** Richard Saville, Procurement Officer  
**CC:** Teresa Vidette, Assistant Food Service Director

**RE:** **Food Service Management Company Recommendation**

**DATE:** **March 17, 2017**

The Food Service Management Company RFP review committee would like to recommend Whitsons School Nutrition to be the Food Service Management Company for the Public Schools of Brookline. After an RFP process that included a review of the proposals, interviews of the top 3 proposals, and site visits to the top two candidates, the evaluation team unanimously recommends we proceed with hiring Whitsons School Nutrition. A copy of all proposal submittals is available in the Purchasing Office for review.

The evaluation team that participated in all phases of the process included:

Donna Pertel, PSB parent, Registered Dietician, Food and Nutrition Subcommittee  
Blanca Bogdanovic, PSB Parent, Food and Nutrition Subcommittee  
Rick Saville, Procurement Officer, Town of Brookline  
Matthew Gillis, Director of Operations & Facilities

Richard Saville, Procurement Officer, guided the evaluation team in all phases of the process. In addition to the team above, Mary Ellen Dunn, Deputy Superintendent for Administration and Finance participated in the interviews and review of all the proposals. Proposals were also reviewed by Dave Geanakakis, Chief Procurement Officer before we moved into the interview phase. Each firm sent three executives and one food service director to the interview.

In summary, the Whitsons proposal included the following:

1. Best Qualified, Full-Time Food Service Director, with 9+ years of similar k-12 public school experience (197 days)
2. Most comprehensive management, nutritional and training services provided

- a. Part-Time Bookkeeper (6 hours per day, 187 days)
  - b. Full-Time Chef – to provide menu development support, staff training, nutrition and wellness education (9 hours per day, 187 days)
  - c. District Chef for special events (1 per month, school year)
  - d. Part-time, Driver dedicated to the Food Service program
3. Food quality on site visits preferred slightly
  4. Showed strong commitment to fresh (not processed) foods
  5. Already focused on and implementing locally grown foods
  6. Family and friendly atmosphere in the kitchens

The contract will begin as soon as Whitson’s can arrive and set up their employees in Brookline. The idea is for Whitsons to help the district finish out this year, get a full and complete sense of the district, and prepare for a September opening with Food Service under new management. The proposal and the contract require a break even guarantee. With the early start, Whitsons, for the remainder of school year 2016-17, will not be held to a break even guarantee. However, the needed and added technical, culinary and managerial oversight may help get the program to break even and should better prepare the program nutritionally and financially for the next full school year.

The first full fiscal year (July 1, 2017) Whitson’s financial proposal has a guarantee to ensure the program is able to break even. It does not reflect any reductions in staff, wages, or hours worked. It does not over optimistically reflect an increase in government reimbursement rates or an across the board lunch price increase. It does reflect a reduction in food costs, about 30%, by producing more meal components from scratch and small increase of about 4.3% in revenue from increased sales.

FSMC Financial Proposal Comparison			
	Aramark	Sodexo	Whitsons
Monthly Admin Fee	\$ 6,500	\$ 10,700	\$ 7,500
Monthly Mgt Fee	\$ 3,500	\$ 4,700	\$ 4,000
Subtotal Year 1	\$ 10,000	\$ 15,400	\$ 11,500
Annual Admin + Mgt Fees	\$ 120,000	\$ 184,800	\$ 138,000
Labor ( in addition to PSB labor)	\$ 248,753	\$ 285,163	\$ 286,852
Capital	\$ 54,000	\$ -	\$ 90,592
Subtotal Year 1	\$ 302,753	\$ 285,163	\$ 377,444
Total Proposed New Services	\$ 422,753	\$ 469,963	\$ 515,444
Total Proposed Revenue	\$ -	\$ 122,227	\$ 117,027
Total Proposed Cost Savings	\$ 422,753	\$ 347,736	\$ 398,417
Balance Cost of New Services	\$ 422,753	\$ 469,963	\$ 515,444
Break Even Guarantee	YES	YES	YES

While not the lowest cost proposal, Whitsons was determined to be the most highly advantageous proposal, therefore the evaluation team requests the School Committee move to approve the School

Administration and Chief Procurement Officer to enter into contract negotiations and finalize the contract in accord with all state and federal regulations.

Note 1: The entire group of PSB food service employees; AFSME – Food Service, AFSME – BESA, and the Assistant Director will retain employment with PSB. The district is not recommending nor sees the need to “privatize” employees providing direct service to students. Whitsons will be providing the leadership, management, and technical support to help our staff improve the food service program.

Note 2: Whitsons is happy to attend a School Committee meeting to discuss their services prior to, or during the contract.