

TRI-STATE LOTTO COMMISSION
New Hampshire Lottery
Concord, NH
September 7, 2018

PRESENT: New Hampshire: Debra Douglas, Commissioner; Charlie McIntyre, Executive Director; Maura McCann, Kelley-Jay Cleland, Katie Brown, Carmela Nolin, Jay Lan, Lynda Plante
Maine: Orland McPherson, Chair; Lisa Rodrigue
Vermont: Ed Flanagan, Commissioner; Gary Kessler, Mary Vaupel, Mary Cassani
Guests: Darrell Frecker, Sean Athey, Calvin Rinck with Sci-Games; Molly Martin and Steve Mason with Fuselideas; Rose Longo-White, Lauren Perry with GYK Antler; Cara Salvatore, Kristen Pare', Jeff Savage with Intralot; Anthony Lucci with IGT

The meeting was called to order at 10:32 am.

ACCEPTANCE OF MINUTES FOR JUNE 15, 2018

MOTION

Commissioner Douglas made a motion, seconded by Commissioner Flanagan, to accept the June 15, 2018 minutes as distributed. So voted, unanimous.

FINANCE COMMITTEE – Mary Cassani

Gross revenues through June were higher than forecast by \$9.5 million. Net profit through June was also higher than forecast by \$4.0 million, and year to date sales were higher 11.1 million.

Net profit through June was higher than last year by \$3.3 million due to an overall increase in sales.

Effective August 1st, our auditors Macpage have combined with Wipfli LLC, one of the top 20 accounting and business consulting firms in the nation. The current relationship with them and the work they perform will not change, only their name and email addresses will.

The audit report should be completed and ready to present to the Commission at the November meeting.

The FY19 budget was reviewed as requested by the Commission and a revised budget was presented to the Commission for approval.

MOTION

Commissioner Flanagan made a motion, seconded by Commissioner Douglas, to approve the FY19 revised budget. So voted, unanimous.

MARKETING AND PRODUCT DEVELOPMENT – Lisa Rodrigue

The marketing and product development team is requesting \$1.25M of the expired unclaimed prize money to be divided amongst the states. \$618,000 of that will be going towards the Patriots promotion.

MOTION

Commissioner Douglas made a motion, seconded by Commissioner Flanagan, to approve the request from the marketing and product development team to receive \$1.25M of the expired unclaimed prize money to divide amongst the states. So voted, unanimous.

The new ad campaign for Megabucks called “Megabucks Makes Millionaires” is being done by FuseIdeas. A commercial for the new campaign is in production and should be available by next week.

A discussion was had regarding the draft of the strategic plan that the committee was tasked to create. It will continue to be worked on and refined and an update will be provided to the Commission at the November meeting.

The November meeting in Vermont will be a working meeting with breakout sessions. There will not be any speakers or presentations present.

DRAW COMMITTEE – Maura McCann

The annual preventative maintenance visit is coming up from Smart Play International. The draw committee requests that the commission authorize the payment to Smart Play International of \$2,400 to perform this maintenance.

MOTION

Commissioner Flanagan made a motion, seconded by Commissioner Douglas to accept this maintenance contract for the price of \$2,400 as prepared by Randy with Smart Play International with the exception that he will drive up and we will not be paying for an airline ticket, nor extra leg room or baggage fees. So voted, unanimous.

SCIENTIFIC GAMES – Darrell Frecker

Sci-Games will be launching three new Fast Play games within the next month and will also be reintroducing two of the Holiday Fast Play games that they had last year. That will be five new games on top of the six games that are currently out in the field, bringing the total up to fourteen games.

All of these games and the draw games, as well as a holiday instant ticket will be part of the ‘Sweet Santa Promotion’ that will run for the months of October, November and December.

INTRALOT – Kristen Pare’

The focus for New Hampshire has been on the release of #3 which is scheduled for October 21st where there will be another Fast Play game called Fabulous 5 which will be added to the MP’s and Winstations.

The Winstations will now include more price points for the Gimme 5 game. They are \$1, \$5, \$10 and \$20, as well as a holiday discount subscription promotion that is done every year.

In July the Fast Play Progressive games were added to the MP's and that has generated over \$127,000 in Fast Play sales.

The MP's also include Megabucks, Powerball and Mega Millions. Keno 603 continues to be a big endeavor for Intralot New Hampshire. There are currently 178 MP's in the field, and 158 locations that are actively selling Keno. IVTM's are continuing to be added to the field, there is currently a total of 418. The next few weeks Intralot New Hampshire will be focusing on a Keno phase 2 strategy. Keno has generated over 12M so far. On September 30th the hours for Keno will be extended from 11pm to 1am.

Intralot Vermont is business as usual, while gearing up to assist the lottery in their Megabucks promotion.

ACCEPTANCE OF COMMITTEE REPORTS

MOTION

Commissioner Douglas made a motion, seconded by Commissioner Flanagan, to accept the committee reports as presented. So voted, unanimous.

OTHER BUSINESS

The next Commission meeting will be at Hotel Vermont in Burlington Vermont on November 16th.

MOTION

Commissioner Douglas made a motion to adjourn at 11:26 am. Motion was seconded by Commissioner Flanagan. So voted, unanimous.


Orland McPherson, Chair