

TRI-STATE LOTTO COMMISSION
Commission Meeting Minutes
New Hampshire Lottery, Concord NH
February 8, 2019

PRESENT: New Hampshire: Debra Douglas, Commissioner; Charlie McIntyre, Executive Director; Maura McCann, Katie Brown, Kelley-Jaye Cleland, and Carmela Nolin
Maine: Orland McPherson, Chairman; Gregg Mineo, Director; Lisa Rodrigue, and Michael Boardman
Vermont: Ed Flanagan, Commissioner; Gary Kessler, Deputy Commissioner; Jeff Cavender, and Sylvia Buzzell
Guests: Calvin Rinck with Scientific Games; Rose Longo-White and Taylor Yianakopolos with GYK Antler; Karl Fortman, Cara Salvatore, Kristen Paré, and Ryan Sahr with Intralot; Molly Martin and Steve Mason with FuseIdeas

Chairman McPherson called the meeting to order at 10:30 a.m.

1. ACCEPTANCE OF MINUTES FROM NOVEMBER 16, 2018

Motion was made by Commissioner Douglas, seconded by Commissioner Flanagan, to accept the November 16 minutes as distributed. So voted, unanimous.

2. FINANCE COMMITTEE

- As Committee Chair Mary Cassani is no longer with the Vermont Lottery, nor were any members of the Finance Committee present, Director McIntyre reviewed the December financial summary for the Commission. Fiscal year 2019 sales show an increase of 2.28% in Maine; 16.40% in New Hampshire; and 0.11% in Vermont. The global growth of Tri-State since fiscal year 2018 is 6.97%, with revenues of \$35,579,312.
- Director McIntyre suggested postponing the appointment of a Tri-State Finance Committee chair until Vermont has hired a new Chief Financial Officer and support staff. In the meantime, Sylvia Buzzell will continue to keep the books.

3. MARKETING AND PRODUCT DEVELOPMENT COMMITTEE

- Maura McCann played New Hampshire's Keno 603 advertisements for the Commission, noting that sales have so far exceeded \$15 million this fiscal year. She also shared the corporate campaign spots emphasizing New Hampshire Lottery's support of education.
- Lisa Rodrigue recapped the various promotions the states ran during the holidays funded with unclaimed expired prize money. The committee is still in the process of analyzing sales, but they do expect to see a positive impact. Recent and current promotions include:
 - Maine, purchase day and evening Pick 3/Pick 4 for a chance to win \$5 Fast Play progressive game. They will be launching three new games, including a \$10 progressive. They hope to launch one new game per quarter.
 - Vermont is starting a Fast Play progressive game promo for a chance to win \$20.

- One of the action items from the November meeting was to conduct a player survey of Tri-State Megabucks. That will launch in March, with states using email databases, social media, and website platforms to promote participation. It will be open for about two weeks, and we should have results a few weeks after that. Scientific Games is assisting with the analysis.
- The May Tri-State meeting will be on the 9th and 10th. Vendors will be invited to attend and make presentations on the first day; the committee will send specifics of what they want to see.
- Commissioner Flanagan asked for clarification about the success of the Patriots event, as the written report seems to contradict the summary given at the November meeting. Ms. Rodrigue explained that the Chalk Talk event did not meet Tri-State's expectations based on past experience. Ms. McCann added that the guests had a great time despite a shift in schedule and shortened time at the stadium. We expressed our disappointment to the Patriots organization, and they have pledged to make it up to us once we decide what each Lottery wants.

4. CORPORATE SIGNERS RESOLUTION

Commissioner Douglas made a motion to approve the five signers of the Tri-State corporate account. Commissioner Flanagan seconded; all were in favor, so voted. The resolution was signed by the Commissioners and notarized.

5. DRAW COMMITTEE

- Ms. McCann demonstrated that the Tri-State drawing videos have been moved from the New Hampshire Lottery website to a dedicated Tri-State YouTube page.
- MUSL has requested to be appointed proxy to conduct drawings should we need a backup in emergencies. They submitted a letter which was amended by our trademark attorney giving them permission to use Tri-State game logos for those events. Commissioner Flanagan moved to accept this arrangement; Commissioner Douglas seconded. All in favor and the letter was signed by the Commission.

6. SCIENTIFIC GAMES

- Calvin Rinck recapped the Maine Lottery \$5 Fast Play giveaway, which was a great way to promote the launch of their first \$10 progressive game in late February/early March.
- Megabucks promotion in June with multi-tier prizes of \$25, \$50, or \$100.
- The current Patriots instant game is winding down, and to move more product, they are offering six times the points on their non-winning tickets. The Red Sox instant ticket is launching soon.
- Maine's Megabucks survey has already yielded more than 6,000 responses; they look forward to sharing the results.
- Jeff Cavender thanked Mr. Rinck on his support and contributions to the Product Development Committee.

7. INTRALOT

- Karl Fortman noted that Vermont Lottery is in the midst of an RFP for a systems provider, and the Intralot team continues to work diligently.

- Ryan Sahr carried on the report, congratulating New Hampshire Lottery's success with Fast Play, up almost 50%. Keno is performing well at 169 locations with 186 MPs, which feature Fast Play, Megabucks, and Powerball. They are working to expand the number of Fast Play games available on the MPs. He noted that more than \$120,000 of Keno revenue has been allocated for problem gambling.
- Commissioner Douglas inquired how many towns have Keno on their warrant for town meeting. There are currently 26 confirmed that we are following; including several in key population areas.

8. ACCEPTANCE OF COMMITTEE REPORTS

Chairman McPherson sought a motion to accept the committee reports. Commissioner Flanagan so moved, seconded by Commissioner Douglas; all in favor, unanimous.

9. OTHER BUSINESS

- The Vermont Lottery has historically been the business office, managing the minutes and the financials for Tri-State. Deputy Director Kessler suggested that instead of having the admin at Vermont attend meetings in other states, each hosting state be responsible for the minutes and packets. It was decided that given the vacancies of these positions in Vermont, it would be best for the state directors to revisit this again when Vermont is fully staffed.
- Commissioner Flanagan has sent Chairman McPherson and Commissioner Douglas information to review of the Commission's investments. They will discuss at the next meeting.
- The Commission will not meet in April, so the next meeting will be held on May 9 and 10 at the Glen House in Gorham, New Hampshire.

Commissioner Douglas made a motion to adjourn at 11:35 a.m. Motion was seconded by Commissioner Flanagan. So, voted, unanimous.



Orland McPherson, Chairman

Respectfully submitted, Carmela Nolin