

NEW HAMPSHIRE LOTTERY® COMMISSION
14 INTEGRA DRIVE, CONCORD NH
MINUTES OF COMMISSION MEETING
December 13, 2017, 9:30 a.m.

Commissioners:

Debra Douglas, Chairman
Paul J. Holloway, Commissioner

Lottery staff in attendance:

Charles McIntyre	Valerie King	Heather Stone	Cammy Nolin
Maura McCann	Kelley-Jaye Cleland	Nathan Groleau	Steve Johnston
Sudhir Naik			

Others in attendance:

Travis York, GYK Antler	Jim Bouley, Dennehy & Bouley	Steve Pouches, Power House Gaming
Angela Streba, GYK Antler	Curtis Barry, Eagle Strike	Fran Wendleboe, Power House Gaming
Rose Longo-White, GYK Antler	Ryan Gloddy, Casablanca Casino	Teri Blouin, DAS
Dick Bouley, Dennehy & Bouley		

Chairman Douglas called the meeting to order at 9:53 a.m.

1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES:

Commissioner Holloway moved to approve the November 16, 2017 minutes; seconded by Chairman Douglas. So voted, unanimous.

2. KENO UPDATE:

a. Chairman Douglas asked about the status of criminal background checks for Keno applications. Executive Director McIntyre responded that State Police were very responsive to the initial request to improve lead times. Director of Sales and Product Development Kelley-Jaye Cleland added that while they have improved, they could be a little quicker; the average is now two weeks. Tonya Walsh, who oversees Keno applications, is in regular contact with the State Police to monitor progress.

b. The recruitment focus is now on towns and annual meeting cycle. A letter addressed to town clerks went to over 200 communities last week, and we will start calling to set up visits to select boards next week. We expect to contact between 30 and 40 key communities to explain the legislation in support of getting Keno on warrants for town meetings.

3. FINANCE:

Director McIntyre informed the Commission that Chief Financial Officer Cindy Baron has retired, and her replacement James Duris will be starting next week. Chief Compliance Officer Sudhir Naik confirmed that Mr. Duris has met with senior management and direct reports who had a favorable impression of him. He comes with several years' experience in the real estate sector, and we are looking forward to having him join the agency.

Director McIntyre reviewed the sales report for November: we are at \$4.1 million in profitability over last year and \$2.5 million ahead of plan year to date.

Keno is slated to launch in two days, in what Director McIntyre characterized as an extremely aggressive launch schedule. He acknowledged the nearly around-the-clock effort of Business Analyst Katie Brown, who was permitted to miss today's meeting to continue testing Keno software. Chairman Douglas asked about the advertising and press plan for Friday's launch. Rose Longo-White from GYK Antler recapped the plan which includes radio, television, social media, and our website. Marketing Director Maura McCann referred the Commissioners to several Keno marketing pieces such as tent cards, window clings, and banners.

4. INTRALOT:

Staff from Intralot were excused from the meeting to allow them to concentrate on Keno deployment. However, Ms. Cleland felt strongly that Kristen Paré and the Vermont Intralot staff should be commended on the record for doing an outstanding job. They have conducted several Keno training sessions, including scouting a location, setting up the equipment, and creating training materials. They have also been doing excellent work with recruitment and staffing. Ms. McCann confirmed that Ms. Paré took on an immense amount of responsibility, and she has made every effort to praise Ms. Paré to her management at Intralot.

5. TRI-STATE:

There is no Tri-State report this month.

6. ADVERTISING:

Travis York and Angela Streba of GYK Antler introduced the new "Luck Yeah!" television commercials which include Keno 603 and instant games. The ads are designed to allow different games to be highlighted and woven into the campaign; the themes include two different family scenes and an office lottery pool. Ms. McCann referred the Commissioners to the advertising point of sale pieces in their packets. Mr. York noted that the Keno ad campaign puts us in a new advertising space and exposes us to a new audience.


7. OTHER:

- a. A Lucky 7 enhanced deal (commingling) update was given by Racing and Charitable Gaming Director Valerie King. She received a letter from Power House Gaming requesting that we move forward with putting commingling in the rules. The Attorney General's office has also issued an opinion, which is attorney-client privileged and may come under discussion at the conclusion of this meeting.
- b. The draw game Hot Lotto ended on October 28, and we did not join the new game Lotto America right away to concentrate our resources on Keno development. We had committed to launch in February, but the same limited resources would stretch staff too thin. Director McIntyre sought the approval of the Commissioners to push the launch until at least June. There is no great financial impact expected; the Commissioners so agreed to delay the launch.
- c. Chairman Douglas entertained a motion to go into non-public session under RSA 91:A to discuss the attorney-client privileged letter regarding commingling. At 10:26 a.m. Commissioner Holloway so moved, seconded by Chairman Douglas; all in favor. Upon a roll call, the following members reported: Commissioner Holloway, and Chairman Douglas.

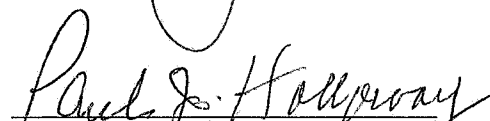
8. NEXT MEETING:

The next meeting will be on Tuesday, January 23 at 9:30 a.m.

Edited: The next meeting will be on Thursday, January 25 at 2:00 p.m. at Great Bay Community College in Portsmouth.



Debra Douglas, Chairman



Paul J. Holloway, Commissioner

Respectfully submitted, Carmela Nolin