

New Hampshire Lottery Commission

14 Integra Drive, Concord NH
Minutes of Commission Meeting
January 13, 2023 – 10:00 a.m.

Commissioners:

Debra Douglas, Chairman
Andy Crews, Commissioner
Erle Pierce, Commissioner

Lottery Staff in Attendance:

Charles McIntyre	Lynda Plante	Maura McCann	Valerie King	James Duris
Tyson Peltz	John Conforti	Kelly Crockett	Nicole Pinto	Jessica Chenette
Tammy Dubreuil	Dylan Malcolm	Kelley-Jaye Cleland		

Others in Attendance:

Jackson Bouley, D&B	Jim Bouley, D&B	Travis York, GYK Antler
Kyle Baker, Delaware North	James Rafferty, NHCG	Adam Schmidt, SGI
Jan DiMarzio, CBC	Jeff Newman, GYK Antler	Nima Badizadegan, Arbitrand
Rich Parsons, RYP Granite	Gia Bonilla, Boston Billiards	Mike McLaughlin, Arrow

Chairman Douglas called the meeting to order at 10:02 a.m. Public attendance available in person and via Microsoft Teams Meeting.

1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES

- Chairman Douglas requested a motion to accept the minutes of the October 27, 2022, meeting. Commissioner Crews moved to accept, seconded by Commissioner Pierce. Motion passed 3-0. Minutes accepted and signed.

2. FINANCIAL REPORTS

- **Chief Financial Officer, James Duris**, reported on the November financials. Lottery sales for the month of November increased \$14.9 million compared to the same period of the prior year. The increase was led by Powerball with an increase of \$11.4 million, while iLottery, Mega Millions, and Fast Play had increases of \$1.9 million, \$0.9 million, and \$0.4 million respectively. Instant tickets also had a slight increase.
- Mobile sports betting revenue had a good month coming in at \$2.4 million for the month compared to \$0.9 million the previous year, an increase of \$1.5 million for the month. The handle was \$69.1 million for the month, an increase of \$6.8 million over the prior year. Retail sports betting handle was \$24 million for the month, an increase of \$3.2 million above the prior year, but with a loss of \$0.2 million. Mobile year-to-date revenues are up \$5.2 million, and retail year-to-date revenues have decreased \$0.1 million compared to the prior year.
- Racing and gaming revenues decreased by \$111,000 compared to the prior year. Year-to-date revenues have decreased slightly. Historic Horse Racing revenues came in at \$462,000 for the month and are currently \$1.8 million year-to-date.
- The transfer for the month of November was \$18.2 million. This was above projections by \$7.2 million. Year-to-date transfers to Education Trust Fund stand at \$77.2 million, beating projections by \$21.4 million.
- Chairman Douglas requested a motion to accept the financial report. Commissioner Crews moved to accept, seconded by Commissioner Pierce. Motion passed 3-0.

3. SPORTS BETTING

- **Chief Compliance Officer, John Conforti**, presented the numbers reflecting October and November sports betting.
- **October Mobile and Retail Results**
 - \$91,345,018 in Handle
 - \$9,078,684 in GGR
 - Hold of 9.94%
 - \$4,482,596 in revenue to the State
- **November Mobile and Retail Results**
 - \$93,090,530 in Handle
 - \$4,963,600 in GGR
 - Hold of 5.33%
 - \$2,176,120 in revenue to the State
- New Hampshire mobile results were higher than other sports betting states in the Northeast in October but lower than other states in November, on average they were in-line. For November, losses at retail brought down an otherwise decent hold from mobile. October represented our highest ever state take amount for both mobile and retail sports betting.

4. SALES AND PRODUCT DEVELOPMENT

- **Chief Product and Programing Officer, Kelley-Jaye Cleland**, provided an overview of what she found to be most fascinating and relevant for the month of December.
- Ms. Cleland reported the launch of Lucky for Life (L4L) on iLottery in December. Soft launch of L4L due to holidays in December, with promotions occurring in January.
- Already with L4L we are seeing up to 28% of all L4L sales coming from iLottery. This is higher than Powerball and Mega Millions.
- She noted the team uncovered some interesting insights about player purchasing behavior between iLottery and retail during jackpot runs between the Mega Millions and the Powerball.
- Scratch ticket sales for the week of Christmas had a record high of \$8 million. Followed by the next week with a new record high of \$8.1 million.
- The new \$25 ticket was responsible for the massive increase in sales over the holiday period.
- The holiday games, at the same time as previous holiday games, are the worst performing in many years. The team is digging in to understand why.
- Keno sales are down a little bit, although bars and taverns are still strong. Keno is on the warrant in Hopkinton and Candia. Conway requires a ballot initiative that is underway. Twenty-five signatures must be submitted to Conway Town Hall by 2/14/23 to be placed on the ballot.
- New rules for Megabucks have been adopted to add a 3rd drawing to the game, and to be put on iLottery which is scheduled for September.

5. MARKETING

- **Director of Marketing, Maura McCann**, provided an overview of December's activities. With the holidays behind us, NH Nick was a great creative campaign, featured across several advertising channels to promote tickets as great gifts for the holidays.
- The holiday period ran into, yet another billion-dollar jackpot run. As a result, the support for such jackpots starts in at a higher amount given the record \$2 billion jackpot in November, but we are seeing some great success with iLottery registrations again, FTDs and ticket sales.
- Ms. McCann reported that our *per capita sales* are as follows: #1 in Powerball, #2 in Mega Millions, #2 in Fast Play, and #2 in iLottery.
- January advertising includes scratch ticket support, jackpot alerts, and KENO 603 TV/Radio/Outdoor.
- A 3rd Anniversary Event for Sports Betting will be held on February 23 at The Brook with Boston Celtics legend Robert Parish.

6. OPERATIONS

- **Chief Operating Officer, Lynda Plante**, announced that there was one internal promotion. Aime-Jo Bacon is the new Brand and Communications Manager at the Lottery. We also have six new employees that have joined the agency and are in attendance today. Kelly Crockett – Administrative Assistant II, Nicole Pinto – Human Resources Tech, Jessica Chenette – Accountant I, Tammy Dubreuil – Finance Associate, Dylan Malcolm – Lottery Sales Assistant II, and on the DoIT side, we would like to welcome Tyson Peltz who is our IT Lead. There are some open positions at the agency in which three are currently being recruited for and two that will be posted soon.
- Ms. Plante shared that outside lighting has been added for the two flag poles and granite sign. New AV equipment has been installed in the main conference room at Lottery Headquarters and an AED is now available at our Lottery East location. A second AED training is being offered to employees on January 19.
- Chairman Douglas inquired if employees are attending the CRASE (Civilian Response for Active Shooter Events) training. Ms. Plante indicated that all employees have participated in the training within the last year and all new employees are required to attend. Seven employees are scheduled to attend on January 25.

7. COMPLIANCE

- **Director of Investigation & Compliance Division, Valerie King**, requested a motion to adopt Lot 1100, Keno Rule. Commissioner Crews made the motion, and Commissioner Pierce seconded; all in favor the motion passed 3-0.
- **Chief Compliance Officer, John Conforti**, reported on the progress of Historical Horse Racing applications. There are seven establishments currently open, Keene is pending final inspection, and Conway is approved to open in the spring. Two additional applications are pending review.

8. NEXT MEETING

- The next meeting is scheduled for February 9, 2023, at 10 a.m. at Lottery Headquarters.

Chairman Douglas entertained a motion to adjourn meeting at 11:15 a.m. which was made by Commissioner Crews and seconded by Commissioner Pierce. Motion passed 3-0.


Debra Douglas, Chairman


Andy Crews, Commissioner


Erle Pierce, Commissioner

