

**New Hampshire Lottery Commission**  
14 Integra Drive, Concord NH  
Minutes of Commission Meeting  
May 23, 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
Tyson Peltz	John Conforti	Kelly Crockett	Jay Lau
Kelley Jaye Cleland	James Duris	Katie Brown	Heather Child
Matthew Sullivan	Michael Theriault	Gabe Gilman	Richa Yadav

**Others in Attendance:**

William Baker, NFL	Meredith Machulski, GYK	Molly Tobin, GYK
Jeff Newman, GYK	Travis York, GYK	Jodi Grimbilas, SGI
Paula Maltman, SGI	Ryan Boover, Intralot	Ryan Sahr, Intralot
Richard Parsons, RYP Granite	Jackson Bouley, D&B	

Chairman Douglas called the meeting to order at 10:01 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 **Acceptance of Minutes for April 26, 2023**, 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** reported lottery sales for the month of April increased slightly compared to the same period of the prior year. Instant tickets and Mega Millions both increased for the month by \$0.5M and \$0.8M respectively. iLottery and Lucky for Life both saw increases. Powerball sales decreased by \$1.6M. YTD instant ticket revenues have increased compared to the prior year by \$4.6M. YTD Powerball and Mega Millions increases are \$6.8M and \$19.7M. iLottery has had an YTD increase of \$7.1M and Lucky for Life has increased \$2.3M.
- Mobile sports betting revenue increased \$0.4M compared to the previous year with \$2.7M in revenues. The handle was \$56.8M for the month, a decrease of \$3.6M compared to the prior year. Retail sports betting handle was \$8.3M for the month, a decrease of \$4.3 compared to the prior year. This resulted in \$222K in revenue. Mobile YTD revenues are up \$12.9M and retail YTD revenues have increased \$2.0M compared to the prior year.
- Racing and gaming revenues increased by \$15K compared to the prior year. YTD revenues have increased by \$323K. Historic Horse Racing revenues came in at \$1.2M for the month and are currently \$5.9M YTD.

- Operating transfers for April were \$14.3M. This was above projections by \$1.0M. YTD transfers to ETF stand at \$144.5M, beating projections by \$39.5M.
- The detail of accounts receivable is as follows:
  - Operating AR \$ 2,699,067
  - Tri-State Lotto \$ 1,390,520
  - MUSL \$ 397,207
  - Other AR \$ 4,002,189
- Accounts payable is very high for the month. This is due to multiple months of vendor and instant ticket fees being accrued. Vendor fees have now been paid.
- Audit fees of \$94K were received, this is in line with the prior year. Membership fees of \$9K were due to the late receipt of WLA charges. Interest from treasury of \$5K was received.
- Chairman Douglas requested a motion to accept the financial report. Commissioner Crews moved to accept, seconded by Commissioner Pierce. Motion passed 3-0, and financial report approved.

### 3. SPORTS BETTING

- **Director of Sports Betting, Danny Maloney**, presented the April's sports betting results which were good overall.
- April Mobile and Retail Results
  - \$65,083,883 in Handle
  - \$6,670,482 in GGR
  - Hold of 10.25%
  - \$2,997,574 in revenue to the State
- MA is definitely having an effect on our handle, but our revenues have remained strong.
  - For April, handle was down about 11% year over year, but revenue was up almost 97% due to better trading and less VIP play.

### 4. SALES AND PRODUCT DEVELOPMENT

- **Chief Product and Programming Officer, Kelley-Jaye Cleland**, provided an overview for the month of April.
- Ms. Cleland reported that we have officially exceeded all the top line KPI's for 2023.
- NPI provided some great incite on player value.
- April increased a focus on Fast Play with its promotions. With Fast Play Friday's, every Friday in the months of April, May, and June has shown an increase in player activity. April is showing the \$1 and \$2 tickets increasing on this promotion.
- Ms. Cleland reported that scratch tickets are continuing to be worked on to keep them differentiated with a rounded portfolio. There are new games with better odds and overall winnings. The goal is to keep players interested and have more options with ways to win. KJ also presented the new \$25 ticket which is the first that doesn't have a granite state theme.
- TRI STATE MEGABUCKS is still being worked through and is underway, and the RFP for iLottery is currently underway.

### 5. MARKETING

- **Director of Marketing, Maura McCann**, provided an overview of the month of April.
- Maura reported that iLottery is steady. People are still signing up for iLottery, we still have good numbers, and the best thing about it is NPI has strengthened their team.
- Ms. McCann reports that we have a lot of production going into FY24. In the works we have Megabucks game changes coming up in September. We also have the \$10 Ultimate Dash scratch ticket, which is the Tri State ticket being offered in Maine, New Hampshire, and Vermont.
- We are wrapping up second chance drawings with the Price is Right as well as Go Pats. The second chance drawings with the Double your Millions are still ongoing, and the Ultimate Dash will have a second chance drawing as well.

- Maura reported they kicked off the new website rebuild. Stakeholder meetings have been scheduled to get input on their ideas of what they would like to see as well.
- Maura reported that we are talking about holidays 2023 already, as well as a big anniversary in 2024 when the New Hampshire Lottery celebrates it's 60<sup>th</sup>.

## 6. OPERATIONS

- **Chief Operating Officer, Lynda Plante**, provided an update for the month of April. Lynda welcomed three new hires and one employee promotion for the positions of Agency Audit Manager, Gaming Enforcement Agent, and Administrative Assistant I. Ms. Plante also reported the current 4 posted positions are currently being recruited for.
- There were thirty-four employees that participated in the "Know Your Numbers" health screening on 5/18.
- An additional fire safety strobe was added to the warehouse.
- Ms. Plante reported that we are working with (DWP) to request a bidding proposal for the new server room, HVAC, generator, and roof. We are currently waiting final budget approval on them.

## 7. COMPLIANCE

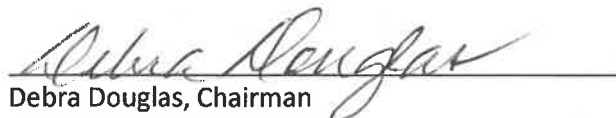
- **Chief Compliance Officer, John Conforti**, reported sales reports for the month of April.
- Mr. Conforti will email the Commissioners the rent report for Quarter 1 shortly.
- John Reported that Games of Chance is slightly down, but this is nothing to be too concerned about. Jim Duris from finance mentioned that HHR (Historic Horse Racing) is beginning to find it's legs and that it's hitting over the projected \$1 Million per month. The month of April is hitting over that as well.
- Mr. Conforti gave a quick update on licenses and we're around 1300.

## 8. NEXT MEETING

- The next meeting is scheduled for Tuesday June 20, 2023, at 10 a.m. at Lottery Headquarters.

Chairman Douglas entertained a motion to adjourn meeting at 11:10 a.m. which was made by Commissioner Crews and seconded by Commissioner Pierce. Motion passed 3-0.

Chairman Douglas accepted a motion to enter a non-public meeting to receive an update on ongoing legal issues. Commissioner Crews moved to accept and seconded by Commissioner Pierce.

  
Debra Douglas, Chairman

  
Andy Crews, Commissioner

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Erle Pierce, Commissioner