

New Hampshire Lottery Commission

14 Integra Drive, Concord NH

Minutes of Commission Meeting

February 9, 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	Kelley-Jaye Cleland
Heather Child	Billie Richardson	Bobbie Mayo	James Duris

Others in Attendance:

Jackson Bouley, D&B	Jim Bouley, D&B	Travis York, GYK Antler
James Rafferty, NHCG	Adam Schmidt, SGI	Jeff Newman, GYK Antler
Rich Parsons, RYP Granite	Colin Trainor, GYK	Paula Maltman, SGI
Kristen Pare, Intralot		

Chairman Douglas called the meeting to order at 10:04 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 January 13, 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 Duris**, reported on the December financials. Lottery sales for the month of December decreased slightly compared to the same period of the prior year. Instant tickets and Mega Millions both increased for the month by \$2 million and \$2.3 million respectively. Powerball and Fast Play both decreased by \$3.3 million and \$1.1 million, offsetting the gains. Year-to-date instant ticket revenues continue to lag behind the prior year by \$4.4 million. Year-to-date Powerball and Mega Millions increases are \$7.1 million and \$12.7 million. iLottery, while down for the month, has had a year-to-date increase of \$4.4 million.
- Mobile sports betting revenue had a great month coming in at \$3.5 million for the month compared to \$0.8 million the previous year, an increase of \$2.6 million for the month. The handle was \$65.9 million for the month, a slight increase over the prior year. Retail sports betting handle was \$25 million for the month, an increase of \$4.2 million over the prior year, but with a profit of \$0.1 million. Mobile year-to-date revenues are up \$7.8 million, and retail year-to-date revenues have increased \$0.1 million compared to the prior year.
- Racing and gaming revenues increased by \$105,000 compared to the prior year. Year-to-date revenues have increased. Historic Horse Racing revenues came in at \$466K for the month and are currently \$2.2 million year-to-date.
- Operating transfers for December were \$15.4 million. This was above projections by \$1.5 million. An additional transfer was made for the prior year of \$1.2 million. Year-to-date transfers to Education Trust Fund stand at \$93.8 million, beating projections by \$24.1 million.

- 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 December's sports betting results.
- December represented New Hampshire's third highest take ever in amount for mobile sports betting.
 - 75% of bets were on football and basketball (NFL, NBA, NCAA)
- December mobile and retail results:
 - \$90,894,582 in Handle
 - \$8,330,161 in GGR
 - Hold of 9.16%
 - \$3,809,372 in revenue to the state
- New Hampshire mobile results were in-line with and compared to other sports betting states in the Northeast.
 - Mobile hold was high at 12.05%
 - Retail hold was low at 1.56%

4. SALES AND PRODUCT DEVELOPMENT

- **Chief Product and Programing Officer, Kelley-Jaye Cleland**, provided an overview for the month of January.
- Ms. Cleland reported that iLottery FTDs (First Time Depositors) are up above our goal.
- FTD's are still skewed to DBG players, but efforts persist on converting to e-instant players.
- iLottery e-instants sales show a strong upward trend.
- Fast Play sales are doing great, although the progressive jackpot games drive sales, non-progressives like Fabulous 5's and Roulette Riches are consistent performers, and often outselling the progressive games at the same price point.
- Instant ticket results are way up and showed that we passed Maine in retail sales.
- The launch of the \$25 ticket total sales averages increased by \$1 million per week, highlighting the impact of the new \$25.
- Ms. Cleland reported that Keno 603 is on the town warrant for Bennington, Conway, Candia, and Hopkinton.

5. MARKETING

- **Director of Marketing, Maura McCann**, provided an overview of January marketing and advertising as well as the Public Relations advertising.
- New Hampshire Lottery App turns 1 year old in February.
- Current second chance drawings include:
 - Go Pat's
 - The Price is Right
- NH Lottery and DraftKings will celebrate 3 years of working together at The Brook on February 23, 2023. Preparing to support Fast Play Friday from April-June as well as building out support for the new \$10 Rolling Jackpot Fast Play ticket launching on April 30.
- Sponsorship season is here, and we are working with the New England Dragway, NH Fisher Cats, Keene Swamp Bats, Nashua Silver Knights and the NH Motor Speedway.
- We are currently gearing up for the Megabucks game change in September of this year.
- **GYK** presented a look at Quarter 2's digital metrics at the Lottery.

6. OPERATIONS

- **Chief Operating Officer, Lynda Plante**, announced that there was one new employee that joined the agency and is in attendance today. Billie Richardson, Program Assistant II, was introduced to the commission. Also introduced was Bobbie Mayo. Bobbie started in September as the Licensing Supervisor. There are several open positions at the agency in which five are currently being recruited for and two that will be posted soon.

- Ms. Plante shared that during the month of January, seven employees attended the CRASE (Civilian Response for Active Shooter Events) training, and eight employees attended an introduction to AED training. The Lottery commission is offering employees an opportunity to attend a certified CPR and First Aid training onsite in the next few weeks.

7. COMPLIANCE

- **Director of Investigation & Compliance Division, Valerie King**, requested a motion for approval to submit the proposed revisions to Fantasy Sports Contest Application form into the rulemaking process.
- The application form is being revised to better capture the required documentation needed for the agency to assess an applicant’s ability to comply with New Hampshire’s fantasy sports regulations (RSA 287-H and Lot 4000). These changes primarily consist of requiring additional documentation relative to the entities internal control procedures, contest rules, and policies and procedures.
- Chairman Douglas requested a motion to approve the submission of the revised application into the rulemaking process. Commissioner Crews moved to accept and seconded by Commissioner Pierce. Motion passed 3-0
- **Chief Compliance Officer, John Conforti**, reported the grand totals on 2022 GOC (Games of Chance) Allocation Rental Payments for **Q3** and **Q4**:

Quarter 3			
Charity Allocation	Rent	Allocation After Rent	Rent As % Of Allocation
\$4,920,800.52	\$574,130.00	\$4,346,670.52	12%
Quarter 4			
Charity Allocation	Rent	Allocation After Rent	Rent As % Of Allocation
\$4,582,054.63	\$479,007.00	\$3,307,977.97	10%

8. NEXT MEETING

- The next meeting is scheduled for Friday, March 3, 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