

**New Hampshire Lottery Commission**  
14 Integra Drive, Concord NH  
Minutes of Commission Meeting  
November 15, 2023 – 9:30 a.m.

**Commissioners:**

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

**Lottery Staff in Attendance:**

Charles McIntyre	Lynda Plante	Valerie King
Kelly Crockett	James Duris	Maura McCann
KJ Cleland	John Conforti	Tyson Peltz

**Others in Attendance:**

Seth LaPointe, Sci Games	Adam Schimdt, Sci Games
Jack Hetzler, Sci Games	Peter Bragdon, Preti
Ryan Sahr, Intralot	Matt Jordan, Churchill Downs
Bobby Collins, RYP Granite Strategies	

Chairman Douglas called the meeting to order at 9:32 a.m.

**1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES**

- Chairman Douglas **Accepted the Minutes of October 3, 2023**, meeting. Commissioner Crews moved to accept and was seconded by Commissioner Pierce. All in favor, minutes were accepted. 3-0

**2. FINANCIAL REPORTS**

- **Chief Financial Officer, James Duris**, presented September's financials.
  - Lottery sales for the month of September increased compared to the same period of the prior year. Powerball increased \$4.1 million due to another large jackpot, while instant tickets decreased for the month by \$0.7 million. iLottery continues to grow each month with an increase of \$0.7 million. Megabucks has increased since the introduction to the iLottery platform. Almost all games have increased revenues for the year. YTD instant ticket revenues have increased compared to the prior year by \$2.1 million. YTD Powerball sales topped \$11.1 million. iLottery has had a YTD increase of \$2.4 million. Lucky for Life has increased over \$1.1 million over the prior year.
  - Mobile sports betting revenues of \$1.7 million was a slight decrease compared to the prior year. The handle was \$59.2 million for the month, and an increase of \$0.7 million compared to the prior year. Retail sports betting revenue of \$265K increased by \$147K compared to the prior year. Retail sports betting handle was \$7.7 million for the month, while an increase of \$3.7 million over

the prior month was still a considerable decrease compared to the prior year of \$12.1 million. Mobile YTD revenues have increased \$0.7 million and retail YTD revenues have increased \$112K compared to the prior year.

- Racing and gaming revenues increased by \$90K compared to the prior year. YTD revenues have increased by \$399K. Historic Horse Racing revenues came in at \$1.7 million, with an increase of \$1.3 million. HHR revenues have increased by \$2.7 million for the year.
- Operating transfers for September were \$18.3 million. This was above projections by \$4 million. YTD transfers to ETF stand at \$48.3 million, beating projections by \$8.2 million.
- The detail of accounts receivables is as follows:
  - Operating AR \$4,682,782
  - Tri-State Lotto \$ 792,640
  - MUSL \$ 394,587
  - Other AR \$4,284,231
- Advertising expenses were high for the month due to multiple media buys, including jackpot alerts. Council for Responsible Gaming currently has zero expense while they search for a new provider.

Commissioner Crews moved to accept the September Financials, seconded by Chairman Douglas. Motion passed 3-0. Financial report is approved.

### 3. SPORTS BETTING

- **Director of Sports Betting, Danny Maloney**, presented September reports.
  - September '23 Mobile and Retail Results
    - \$66,848,811 in Handle
    - \$6,178,362 in GGR
    - Hold of 9.24%
    - \$2,687,999 in revenue to the State
  - FY24 to date
    - \$142,544,092 in Handle
    - \$13,034,440 in GGR
    - Hold of 9.14%
    - \$5,693,423 in revenue to the State
  - YoY Bets and Active users (September '22 to '23)
    - Increase in mobile bets of 32.74%
    - Decrease in mobile bets of 29.53%
    - Increase in active users of 29.63%

### 4. SALES PRODUCT AND PROGRAM UPDATE

- **Chief Product and Programming Officer, KJ Cleland**, provided a report for the month of November.
  - Ms. Cleland reports iLottery FTD's are up 121%, this is due to the extra draw date being added to Tri-State Megabucks, Lucky for Life was launched last year and added to iLottery, and the ability for auto renewal has been tremendous for sales. The Product and Development Team is working hard with the OTD players (One Time Depositors) to set up offers and keep players engaged and interested. Ms. Cleland is truly excited and proud of her team and the progress they continue to make.
  - Ms. Cleland spoke to the commissioners about working with Gambyt's collected data and research on registrant and depositor penetration rates,

conversation rates, and monthly return depositor rate trends over the last 12 months from our state and others. Due to privacy, the graphs only show our state's name, and the other states names were blacked out.

- Ms. Cleland reports half of our sales from scratch tickets are coming from \$20's and \$25's. Ms. Cleland presented the new holiday scratch tickets to the commissioners.
- Ms. Cleland also concluded her report with updates on the move of CGS, and it being slated for mid-January, after the holiday season hustle. Salesforce is being charged by Jay Lau and will provide the commission with updates at the next meeting.

## 5. MARKETING REPORT

- **Director of Marketing, Maura McCann**, provided a report for October.
  - Ms. McCann was happy to report the digital side of her presentation for October. October's performance increase across many KPI's (Key Performance Indicators) with player registrations and deposits increased 64% and 47% was huge. There a lot of promotions coming up for iLottery in the holiday season such as Black Friday, and Cyber Monday. Ms. McCann was very excited to report on the New Hampshire Nick 2.0 commercial shot as well.
  - Ms. Cleland and MS. McCann presented the commissioners with the new Holiday scratch tickets. They also showed the advertisements the LSR's will provide to all the retailers for store displays. A lot of collaboration went into these, and the result was so truly exciting.

## 6. OPERATIONS UPDATE

- **Chief Operating Officer, Lynda Plante** provided updates for the month of October and November.
  - Ms. Plante presented and introduced the Lottery's four new employees to the commissioners. She also announced an employee's promotion as the new Director of Salesforce and Data. This month, five positions were filled and four are in recruitment.
  - Ms. Plante gave a report on the scheduled November CRASE training November 15. All new employees hired after October 1 will attend the January training.
  - Ms. Lynda also proudly announced that twenty-three employees were recognized for their longevity of 10 years or more with the State of New Hampshire. What a marvelous accomplishment!
  - Facilities and fleets report the weatherization project has begun in the garage and is fully funded by Energy Management.
  - Building Project with Koal PLLC out of Gilford, NH:
    - Working with the Department of Public Works (DPW) for a new server room, HVAC, generator, and roof. DAS is working on a G&C request to renew the vendor contract and is still anticipating early 2024 for the process to move forward.

## 7. COMPLIANCE

- **Director of Investigations and Compliance, Valerie King**, requesting a motion to submit the Final Proposal for Keno Amendments to OLS for the December 21, 2023, JLCAR meeting.

Commissioner Crews made a motion to approve the changes to Lot 1103.01, Document #13520, with the changes to c.1 and c.5 from October 2022 to December 2023. Commissioner Pierce seconded the motion, all were in favor.

- **Chief Compliance Officer, John Conforti**, reported on the Quarterly GOC Charity Allocation Rental Payments Report. He did point out that this report only relates to GOC (Games of Chance). This report does not include monies received from HHR (Historical Horse Racing). This fact was important to point out because some of these charities have HHR and some do not. The commissioners and Mr. Conforti did decide moving forward that for future reports, there will be a separate report, one for HHR and one for GOC for the Charity Allocations. Mr. Conforti did also bring up that House Ways and Means is looking into eliminating rents moving forward. This is a current topic for the GOC Study Committee right now. John went over the GOC and HHR Revenue Report. GOC is healthy and it's growing, it's up more than 10%, which will flow through to the Charity revenue. HHR continues to grow.

#### 8. Next Meeting

- Wednesday, January 10, 2024, at 10:00 a.m., located at Lottery Headquarters, 14 Integra Drive, Concord, NH, 03301.

Chairman Douglas entertained a motion to adjourn at 10:46 a.m. Commissioner Crews moved and seconded by Commissioner Pierce; all were in favor. Motion passed 3-0.



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*Debra Douglas, Chairman*



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*Andy Crews, Commissioner*



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*Erle Pierce, Commissioner*

Respectfully submitted, *Kelly Crockett*