

**New Hampshire Lottery Commission**  
14 Integra Drive, Concord NH  
Minutes of Commission Meeting  
October 8, 2024 - 10:00 a.m.

**Commissioners:**

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

**Lottery Staff in Attendance:**

Charles McIntyre	Lynda Plante	Valerie King
James Duris	Maura McCann	Kelly Crockett
KJ Cleland	Danny Maloney	Len Mannino
Cooley Arroyo	Jahnavi Thotapalli	Olivia LaChapelle
Rick Como	Dan Deyermund	

**Others in Attendance:**

Seth LaPointe, SGI	Ryan Sahr, Intralot	Jeff Newman, GYK Antler
Adam Schmidt, SGI	Rich Parsons, RYP	Peter Bragdon, Preti Flaherty
Jodi Grimbilas, SGI	Travis York, GYK	Jackson Bouley
Robert Collins, RYP	Kevin Hayhurst	Michael Zaim

Chairman Douglas called the meeting to order at 10:01 a.m.

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

- Chairman Douglas Accepted the Minutes of the September 10, 2024, meeting. Commissioner Crews moved to accept and was seconded by Commissioner Pierce. All are in favor, motion passed 3-0.

**2. FINANCIAL REPORTS**

- **Chief Financial Officer, James Duris**, presented August 2024, financial summary.
  - Lottery sales for the month of August decreased compared to the same period of the prior year. Instant tickets decreased by just under \$3M compared to the prior year. iLottery revenues decreased by \$400K. Powerball and Mega Millions decreased by \$1.2M and \$5.2M, respectively. Fast Play and Megabucks had increases of \$338K and \$324K, while all other platforms remained relatively flat. YTD Instant ticket revenues are below the prior year by \$7.9M. iLottery is running behind the prior year by \$760K. Powerball and Mega Millions are behind last year by \$8.0 and \$10.0, respectively. Fast Play revenue has increased just under \$1.0M for the year.
  - Mobile sports betting revenues of \$1.2M was a very slight decrease compared to the prior year. The handle was \$45.7M for the month, an increase of \$11.0M compared to the prior year. Retail sports betting revenue of \$149K increased by \$27K compared to the prior year. Retail sports betting handle was \$3.6M for the month, a decrease compared to the prior year of \$0.4M. Both mobile and retail are essentially in line with the prior year's revenues.
  - Racing and gaming revenues came in at \$825K, a decrease of \$161K compared to the prior year. YTD revenues have decreased by \$199K. Historic horse racing revenues came in at \$2.7M, an increase of \$1.3M. HHR YTD revenues are \$4.7M, an increase of \$3.3M over the prior year. Please note that we changed the accrual process for HHR, so this YTD is affected by this change.
  - Operating transfers for August results were \$12.1M. This is below projections by \$2.6M.

- Advertising expenses are currently \$360K below the prior year. All other operating expenses came in as expected.
- Commissioner Crews proposed a motion to approve financials as presented, seconded by Commissioner Pierce. All are in favor, motion passed 3-0.

### 3. SPORTS BETTING

- **Director of Sports Betting, Danny Maloney**, presented the August 2024, sports betting summary.
  - August Mobile and Retail Results
    - \$49,374,544 in Handle
    - \$3,382,539 in GGR
    - Hold of 6.85%
    - \$1,705,782 in revenue to the State
  - YoY Bets and Active users (Aug '23 to '24)
    - Increase in mobile bets of 49.08%
    - Decrease in retail bets of 3.46%
    - Increase in active users of 26.32%
  - Fiscal '25
    - \$3,239,401 in revenue to the State
    - NH is 3<sup>rd</sup> in per capita revenue to the state from sports betting.
  - Since Inception
    - \$117,994,548 in revenue to the State.

### 4. SALES PRODUCT AND PROGRAM UPDATE

- **Chief Product and Program Officer, KJ Cleland**, presented a report for sales, product, and program updates through September 28, 2024. Ms. Cleland reports that iLottery numbers are down due to a lack of jackpot run leading to a drop in deposits and purchases in September. In addition to this, September coincided with the new two-factor security authentication. This led to daily logins declining by 12% since its start on September 9, 2024, and contributing to an overwhelming number of calls to customer support. There was an 81% increase in SCD (Second Chance Draw) scans post-Patriot App launch. Fast Play sales show the \$10 progressive is doing well, and so is the \$20 progressive. For retail systems, the team is working on Mega Millions game changes and new Fasy Play games. iLottery is prepping for Apple Pay to be added as another payment method. October and November will feature Fasy Play on Tuesdays and Keno Power Hour on Thursdays.

### 5. MARKETING REPORT

- **Director of Marketing, Maura McCann**, presented a performance report for September. Ms. McCann was happy to report that just ten days into October, we have three hundred and fifty new players joining iLottery. Draft Kings provides a monthly report to Maura indicating that we have one hundred thirty-seven thousand total sports betting New Hampshire players to date. The "Double Your Million" second chance drawing for \$10,000 was ongoing and added to bring awareness and sales to this game. Ms. McCann stated that there are two times out of the year October and December when advertising is most fun. Halloween in October and Christmas in December. Our scratch tickets are some of the most popular and fun. This December we'll be bringing back Nick 3.0, and there will be reindeer in this ad. September's overall page traffic decreased 4.4%, largely due to the MM jackpot being hit in the month, resulting in the main jackpot amounts coming out low.

### 6. OPERATIONS UPDATE

- **Chief Operating Officer, Lynda Plante**, presented updates for September. Ms. Plante introduced four new employees. Jahnvi Thotapalli, Sharda Rao, Olivia LaChapelle, and Dan Deyermond. There are five posted positions currently being recruited for. Two employees attended the CRASE training in September, and one in October was scheduled. The Lottery and other agencies are scheduled to roll out the new timekeeping system Workforce Management (WFM), and this will take place on November 1, 2024. Multiple trainings took place and those began October 21, 2024. The Investigation and Compliance Division's expanded space became available on October 1, 2024. The building project is currently underway, 80% of the new roof is complete, and the copy and server rooms are being prepped for the internal work in the upcoming weeks.

**7. COMPLIANCE**

- **Chief Compliance Officer, Cooley Arroyo**, gave a brief report. Ms. Arroyo presented the August gaming revenue report that her team pulled together. Highlighted in the report are revenue numbers for GOC and HHR. GOC brought in \$640,000 in revenue to the state, and 2.2 million to charities. HHR brought \$2.7

million to the State and \$1.4 million to charities. There was also a 31% increase from August of last year. The Commissioners enjoyed the clarity and overall presentation of the report and commented on how the new design is much easier to read.

- **Director of Investigations and Compliance Division, Valerie King**, presented the Commissioners with a heads up on the JLCAR submission that's forthcoming that will need their approval.

**8. NEXT MEETING**

- Tuesday, November 26, 2024, at 3 p.m. Located at New Hampshire Lottery Headquarters, 14 Integra Drive, Concord, NH, 03301.

The meeting adjourned at 10:57 a.m.

Debra Douglas 11/26/24  
Debra Douglas, Chairman Date

Andy Crews 11/26/24  
Andy Crews, Commissioner Date

Erle Pierce 11/26/24  
Erle Pierce, Commissioner Date