

**New Hampshire Lottery Commission**  
14 Integra Drive, Concord NH  
Minutes of Commission Meeting  
July 23, 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    |
| Katie Brown      | Jenay Graves  |                |

**Others in Attendance:**

|                    |                     |                               |
|--------------------|---------------------|-------------------------------|
| Seth LaPointe, SGI | Ryan Sahr, Intralot | Jeff Newman, GYK Antler       |
| Adam Schmidt, SGI  | Rich Parsons, RYP   | Peter Bragdon, Preti Flaherty |

Chairman Douglas called the meeting to order at 10:00 a.m.

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

- Chairman Douglas Accepted the Minutes of June 21, 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 June 2024, financial summary.
  - Lottery sales for the month of June increased compared to the same period of the prior year. Megabucks and instant tickets both increased over the prior year by \$0.5 million each. iLottery increased \$1.2 million. Both Powerball and Fast Play saw decreases for the month of June by \$0.8 million and \$0.5 million respectively. YTD instant ticket revenues have decreased \$5.4 million. YTD Powerball sales have increased \$9.8 million, while Megabucks sales increased \$6.3 million. iLottery has had a YTD increase of \$9.7 million.
  - Mobile sports betting revenues of \$2.1 million was an increase over the prior year. The handle was \$44.6 million for the month, an increase of \$9.8 million compared to the prior year. Retail sports betting revenue of \$179K decreased by \$108K compared to the prior year. Retail sports betting handle was \$4.8 million for the month, an increase compared to the prior year of \$0.3 million. Mobile YTD revenues for mobile and retail have decreased \$2.2 million and \$2.0 million, respectively. Combined YTD sports betting revenues have topped \$32.4 million.
  - Racing and gaming revenues aren't complete due to the year-end accrual that's still being calculated. Historic Horse Racing revenues came in at \$2.3 million. HHR YTD revenues were \$20.9 million. There will be an accrual calculated for the revenue stream as well.
  - Operating transfers for June estimates were \$15.0 million. YTD transfers to ETF came in at \$200.7 million, beating projections by \$40.0 million.
- Commissioner Pierce proposed a motion to approve financials as presented, seconded by Commissioner Crews. All are in favor, motion passed 3-0.

### 3. SPORTS BETTING

- **Director of Sports Betting, Danny Maloney**, presented June 2024, sports betting summary.
  - June Mobile and Retail Results
    - \$49,390,844 in Handle
    - \$5,277,087 in GGR
    - Hold of 10.68%
    - \$2,294,205 in revenue to the State
  - YoY Bets and Active users (Jun `23 to `24)
    - Increase in mobile bets of 40.03%
    - Decrease in retail bets of 3.25%
    - Increase in active users of 41.55%
  - Fiscal `24 Final
    - \$33,654,911 in revenue to the State (YoY decrease of 8.7%; affected by launch of MA)
  - Since Inception
    - \$114,755,147 in revenue to the State

### 4. SALES PRODUCT AND PROGRAM UPDATE

- **Chief Product and Program Officer, KJ Cleland**, presented a report for the month of June. Ms. Cleland was excited to report that we are number one in NGR (Net Gaming Revenue) per cap, and number one in GGR (Gross Gaming Revenue) per cap. We are number two in FTDs (First Time Depositors) just behind Virginia. Ms. Cleland presented a slide that illustrated iLottery goals and actuals from FY24 change from FY23. FTD is down 30% for FY24, deposits increased by 24%, and NGR increased over 25%. Scratch ticket sales continue to decrease despite a great lineup of games and support for them. Through strategic and strong marketing support, we continue to evaluate game strategy. Fast Play has shown an increase with the \$10 Fasy Play sales. The promotions are a great contributor to this success. The retailer RFP team is working on the new bid, testing for the next release, and working with the next website host on automation opportunities. We're looking to have responses before Christmas of this year. July 25, 2024, and June 26, 2024, will be the iLottery RFP kick-off with Aristocrat and NeoGames. Salesforce is moving forward impressively with all the teams involved in this project.

### 6. MARKETING REPORT

- **Director of Marketing, Maura McCann**, presented a report for the month of June. Ms. McCann was happy to report that the new welcome offers resulted in 1700 new players joining us on the iLottery platform. For sports betting we had 1000+ players come on board. We did a lot of summer promotions to welcome summer and the July 4th. CRM, NPI, and Aristocrat provided us with a lot of lottery promotions. Getting five to six thousand players each time was exciting and made the team happy about that. We had some nice large wins these last few weeks. Promoting these has been fun for the team. In the new fiscal year, we've put together some creative production such as the \$5 New England Patriot ticket, and the \$10 Big 10 scratch ticket talks are ongoing. A refresh of our jackpot alerts for the coming year has started, and New Hampshire Nick 3.0 will be back on his motorcycle once again for this coming holiday. We're currently working on publicizing our FY24 records and record net profit to education soon.

### 7. OPERATIONS UPDATE

- **Chief Operating Officer, Lynda Plante**, presented updates for the month of June. Ms. Plante introduced the new Communication Specialist and announced that the new Business Systems Analyst I, will begin on August 9, 2024. We had two employees leave the Lottery on July 25, 2024. For the positions update, we have five positions posted and currently recruiting for. Two employees will be attending the upcoming CRASE training. Expanding our leased space to support the Investigations and Compliance Division is still being processed. The request for this approval will go in front of Governor and Council on August 7, 2024. The project roll-out for the new server room, HVAC, generator, and roof was held on July 17, 2024.

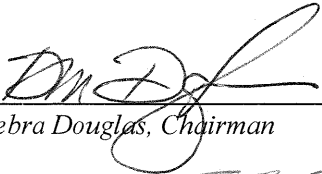
### 8. COMPLIANCE

- **Director of Investigations and Compliance Division, Valerie King**, presented the Commissioners with an update for June. Ms. King reviewed the gaming revenue report with the commissioners. GOC was over the past six months of the calendar year it was only our fourth-best month to date. It was down 5% since last month. Ms. King added that we are up in HHR a little by 6%. Chairman Douglas asked if Ms. King could

bring more clarity to this area depicting an increase or decrease in its performance. Ms. King has plans to update the graphs in the monthly report to illustrate a better understanding of GOC and HHR progress.

**9. NEXT MEETING**

- Tuesday, September 10, 2024, at 10 a.m. Located at New Hampshire Lottery Headquarters, 14 Integra Drive, Concord, NH, 03301.
- Chairman Douglas entertained a motion to adjourn at 11:15 a.m. Commissioner Crews moved and seconded by Commissioner Pierce. All are 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 B. Pierce, Commissioner*