

**New Hampshire Lottery Commission**  
14 Integra Drive, Concord NH  
Minutes of Commission Meeting  
March 21, 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
John Conforti	KJ Cleland	Len Mannino
Danny Maloney	Jay Thogianathan	Erica Lowell
Greg Gatton		

**Others in Attendance:**

Seth LaPointe, Sci Games	Ryan Sahr, Intralot	Jeff Newman, GYK
Kristine Pare, Intralot	Travis York, GYK	

Chairman Douglas called the meeting to order at 10:05 a.m.

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

- Chairman Douglas Accepted the Minutes of February 6, 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 January 2024, financial summary.
  - Lottery sales for the month of January decreased compared to the same period of the prior year. Powerball and Mega Millions both decreased by \$1.1 million and \$5.9 million respectively. Instant ticket sales decreased by \$1.9 million and Fast Play decreased \$0.7 million. YTD instant ticket revenues are essentially equal to the prior year at \$185 million. YTD Powerball sales topped \$38.8 million, increase of \$5.1 million. Mega Millions sales have decreased \$8.0 million YTD. iLottery has had a YTD increase of \$5.2 million. Megabucks sales have increased \$3.4 million over the prior year.
  - Mobile sports betting revenues of \$3.7 million was a slight decrease of \$18K compared to the prior year. The handle was \$62.7 million for the month, a decrease of \$12.5 million compared to the prior year. Retail sports betting revenue of \$427K did not post in the correct period and the financials are understated. Retail sports betting handle was \$10.6 million for the month, a decrease compared to the prior year of \$11.3 million. Mobile YTD revenues have decreased \$2.7 million.
  - Racing and gaming revenues increased by \$74K compared to the prior year. YTD revenues have increased by \$687K. Historic Horse Racing (HHR) revenues came in at

\$1.9 million, an increase of \$1.3 million. HHR revenues have increased by \$7.5 million for the year.

- Operating transfers for January were \$15.1 million. This was above projections by \$0.5 million. YTD transfers to ETF stand at \$116.5 million, beating projections by \$21.8 million.
- The details of accounts receivable is as follows:
  - Operating AR \$(146,972)
  - Tri-State Lotto \$(21,299)
  - MUSL \$744,772
  - Other AR \$4,483,988
- DoIT expense is high due to the purchase of hardware. All other expenses are in line with expectations. Treasury interest income of \$74K was received for the first quarter of FY24.

Commissioner Crews proposed a motion to approve the January Financials, seconded by Commissioner Pierce. Motion passed 3-0. Financial report is approved. All are in favor.

### 3. SPORTS BETTING

- **Director of Sports Betting, Danny Maloney**, provided March's meeting presentation.
  - January Mobile and Retail Results
    - \$73,301,559 in Handle
    - \$9,820,633 in GGR
    - Hold of 13.40%
    - \$4,452,042 in revenue to the State
  - February Mobile and Retail Results
    - \$62,274,731 in Handle
    - \$6,585,297 in GGR
    - Hold of 10.57%
    - \$2,864,800 in revenue to the State
  - YoY Bets and Active users (Jan '23 to '24)
    - Increase in mobile bets of 2.57%
    - Decrease in retail bets of 44.3%
    - Increase in active users of 17.7%
  - YoY Bets and Active users (Feb '23 to '24)
    - Increase in mobile bets of 4.9%
    - Decrease in retail bets of 29.5%
    - Increase in active users of 13.6%

### 4. SALES PRODUCT AND PROGRAM UPDATE

- **Chief Product and Programming Officer, KJ Cleland**, provided a report for the month of March. Ms. Cleland reports that although we missed all topline KPI (Key Performance Indicators) goals in February, we had the second-highest ADPU (Average Deposit Per User), and ARPU (Average Revenue Per User) in the past 6 months. These numbers are higher when we aren't in the Jackpot run, and the numbers are lower when we are. Ms. Cleland's team reported we had our best week ever in e-Instant DBG sales. This was for the week ending March 16, 2024. Both e-Instants are performing strongly. With the launch of the two new bespoke games Diamond Jubilee, and High Roller, we are seeing high performance across the board, and are over a million a week. The \$10 scratch promo redemption is the strongest with a 5% redemption rate. The \$2 promo is performing better

than any previous \$2 scratch to iLottery promo by .25%. Ms. Cleland also reports that 6% of users are new players. This is exciting news for her team and NPI. Mr. Jay Lau provided a graph for the committee to illustrate the sales of Jackpocket. Jackpocket showed the greatest percentage of sales vs NHLC in Lucky for Life. Jackpocket also has the greatest dollar amount of sales for Powerball. The scratch family of game review shows we are down from last year's numbers, and the team will be watching this closely. Ms. Cleland reports on retail systems, and the extension was approved by G&C for Intralot through September 30, 2026. The couponing is ready for the app, and it looks to go live with a launch on April 1, 2024. Salesforce proposals are in, and we will be posting for the Keno & Key account coordinator, as well as the Business Analyst in a few days. Ms. Cleland is extremely proud of her team and their work.

- Ms. Cleland informed the committee of the LSR Bonuses and the changes needing to be made to it. She is requesting that the changes be adjusted down from 7% to 4.5%, giving the LSR's a much more realistic ability to earn the bonuses.

Commissioner Crews made a motion to adjust the LSR Bonus for Scratch Tickets for FY24, Q4. Commissioner Pierce seconded; all are in favor.

### 3. MARKETING REPORT

- **Director of Marketing, Maura McCann**, provided a report for the month of March. Ms. McCann was excited to report on the DraftKings and NH Lottery four years of Sports Betting celebration at the Brook. They all had a wonderful time and those that participated came away with a chance of a lifetime experience. Games are launching and dueling jackpots are on the horizon right now. Retail rewards are coming, and marketing is getting things in place to support it. There is the \$10, \$500,000 fortune series four TV campaign and assets are underway. Ms. McCann reports that we are finally at the \$10 Golden Spin, and they are ready for that to come in May. Spring means sponsorships with NHMS, Keene Swampbats, and New England Dragway are underway. Ms. McCann reports that Tri-State is focused on completing the Ultimate Dash scratch ticket.

### 4. OPERATIONS UPDATE

- **Chief Operating Officer, Lynda Plante**, provided updates for the month of March.
  - Ms. Plante introduced new employees Jay Thogianathan, Erica Lowell, and Greg Gatton.
  - Ms. Plante reported on the three filled positions, one position is currently posted and being recruited for.
  - Two employees attended the CRASE training in February, and three are scheduled to take the course in April.
  - Ms. Plante reports that a new project to add four strobe lights and three panic alarms to Lottery Headquarters is underway. The project with the Department of Public Works (DPW) for a new server room, HVAC, generator, and roof is currently out for bid. This has a closing date of March 27, 2024.

### 5. COMPLIANCE

- **Director of Investigations, and Compliance, Valerie King**, asked the commissioners for a motion to adopt Lucky 7 Rule, Lot 7100. Last month at JLCAR they received approval for the rules.

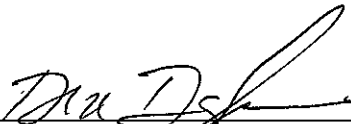
Chairman Douglas asked for a motion, and Commissioner Pierce moved, and seconded by Commissioner Crews. All are in favor.

- **Chief Compliance Officer, John Conforti**, reports that Northwoods Casino in Berlin is going to voluntarily suspend operations on March 29, 2024. They have been working with them on the shutdown and are looking to reopen in Berlin at another location in the future. It has been an orderly and positive closedown with easy cooperation and communication between both. Mr. Conforti presented the February 2024 HHR, GOC report to the committee. State revenue is at \$579K is a substantial jump from last year's number. This is due to the \$50 wager coming into play. HHR had a \$140 million in Handle which was a new record, and for the State the first time to reach the \$2 million mark. Things are growing all across the board.

#### 6. NEXT MEETING

- Thursday, April 30, 2024, at 2:00 p.m., at Lottery Headquarters, 14 Integra Drive, Concord, NH, 03301.

Chairman Douglas entertained a motion to adjourn at 11:15 a.m. Commissioner Pierce moved and seconded by Commissioner Crews. All are in favor.

  
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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*