

TRI-STATE LOTTO COMMISSION
Minutes of Commission Meeting
August 9, 2024 – 1:00 p.m.
New Hampshire Lottery
14 Integra Dr, Concord NH. 03301

Commissioners:

Julie Sheehan, Commission Chair, ME Lottery
Debra Douglas, Commissioner, NH Lottery
Megan Cicio, Commissioner, VT Lottery

Others in Attendance:

Maura McCann, NH Lottery	Lynda Plante, NH Lottery	Lisa Rodrigue, VT Lottery
Kelly Crockett, NH Lottery	Jim Duris, NH Lottery	Michael Boardman, ME Lottery
Andrew Collier, VT Lottery	Danielle Jensen, VT Lottery	Terry Meehan, ME Lottery
Don Wenner, VT Lottery	Steven Mason, Fuse ideas	Seth LaPointe, SGI
KJ Cleland, NH Lottery	Heather Child, NH Lottery	Ami Guimond, NH Lottery
Carolyn Dennett, VT Lottery	Simran Gulati, Fuse ideas	Fivi Rodiri, Alchemy 3
Greta Larson, SGI	Ryan Sahr, Intralot	Robin Williams
Jeff Savage, Intralot	Janey Graves, NH Lottery	Marina Dosch

Commission Chair Sheehan called the meeting to order at 10:30 am. The Chair wanted to take the time to thank Ed Flanagan for all his dedication and hard work for the Tri-State Commission. Commission Chair Sheehan introduced Megan Cicio as the new Commissioner for the Vermont Lottery.

1. ACCEPTANCE OF MINUTES FROM MAY 17, 2024.

- Motion was made by Commissioner Douglas for the **Acceptance of Minutes** from May 17, 2024, seconded by Commissioner Cicio. All are in favor.
- Motion was made by Commissioner Douglas for the **Acceptance of Minutes** from June 27, 2024, seconded by Commissioner Cicio. All are in favor.

2. FINANCE PRESENTATION – Jim Duris

- Tri-State Lotto Commission Sales Report June 2024 YTD
 - **Maine:** FY24 sales through JUNE increased 20.48% compared to the period in FY23. This included an increase in Megabucks of 63.49%, a decrease in Gimme 5 of 7.48%, an increase in Fast Play of 17.95%, and a decrease in Daily Numbers of 3.89%.
 - **New Hampshire:** FY24 sales through JUNE increased 15.76% compared to the same period in FY23. This included an increase in Megabucks of 98.21%, a decrease in Gimme 5 of 9.30%, an increase in Fast Play of 2.45%, and a decrease in Daily Numbers of 2.86%.
 - **Vermont:** FY24 sales through JUNE increased 37.34% compared to the same period in FY23. This included an increase in Megabucks of 88.74%, an increase in Gimme 5 of 4.38%, an increase in Fast Play of 33.07%, and an increase in Daily Numbers of 5.23%.
- All expenses are in line with what we expected. New Hampshire had high advertising expenses coming into the month of June. This is due to our advertising agencies pushing their bills through that they are behind in throughout the year. We are currently going through the audit

process now. They arrived two weeks ago. The transition is almost complete at this point. We have the credit card now that we spoke about at our last meeting. Payroll will be delayed a little due to the person that was doing it, no longer will be. We will be retraining personnel to get this done and making the change from monthly to biweekly.

3. MARKETING and DEVELOPMENT COMMITTEE REPORT – Lisa Rodrigue

- Tri-State Ultimate Dash, we've been working on this with Sci Games. We are currently tying up any loose ends and finalizing details for the event on Saturday, September 28, 2024. The event will be held in Portland, Maine. The venue is perfect for this event, and it will serve the setup purposes. The Tri-State \$10 Golden Spin ticket is doing remarkably well in all three States. Maine had to move their draw dates up because it was selling faster than we had thought. This is the top \$10 ticket sale for Vermont and New Hampshire. Maine features a mobile and retail reveal. Vermont features a retail and online reveal. New Hampshire features a mobile reveal only. FY24, New Hampshire surpassed \$560M with \$203M transferred of net profit. Maine had another record-breaking year at \$430M+ in sales as well. Vermont set a new record with approximately \$168.5M in sales, a year-over increase of approximately 5.98%.

4. DRAW COMMITTEE REPORT – Maura McCann

- We successfully made the transition from machine draw and working with MUSCL using an RNG process and it's gone well. They also had some changes on their end that went out to bid for a new audit group, and that audit group is now in as well as their prices which have gone down significantly. Ms. McCann reported that the contract did come in and she will review it. New Hampshire Lottery Jon St. Cyr as part of his lottery work duties is completing the task of confirming draw break has occurred for all three states. He confirms winning numbers with both MUSL and the three gaming system vendors as well as proving the winning numbers to the media. This takes place Monday through Friday for the Day Drawings for Pick 3 and Pick 4. Saturday, July 20, 2024, an incorrect Pick 3 and Pick 4 evening draw entry by New Hampshire's gaming system occurred. The error did not affect Vermont or Maine Lotteries. This was a simple human error, and we did the best that we could to notify our players. We want our players to know that they can rely on our credibility and that this is always a top priority for us here. Still in discussion is the moving forward of an animated draw show in place of a machine draw that we broadcast via the Tri-State YouTube drawing page. We are still looking at if we need something like this or not.

Commissioner Chair Sheehan asked to entertain a motion to approve all the committee reports. Commissioner Douglas moved and seconded by Commissioner Cicio. All are in favor.

5. CHIEF PRODUCT AND PROGRAM OFFICER – KJ Cleland

- Ms. Cleland reported to the commissioners that we are requesting permission to add Pick 3 and Pick 4 to the iLottery platform and requesting to make changes to their rules. We are looking to go live in the first quarter of calendar 2025. Ms. Cleland provided multiple handouts for the commissioners to review. Adding a subscription play option will help Pick 3 and Pick 4, which we see a dip in sales due to our snowbird players. This gives players to buy for a significant period and never miss. Increasing liability will allow us to have separate liabilities on both systems. Increasing the retailer cashing commission cap will allow it to go up to 3%.

Commissioner Chair Sheehan asked to entertain a motion to move forward with the research and implementation on getting Pick 3 and Pick 4 added to the iLottery platform. Pending the vote on the rules. Commissioner Douglas moved and seconded by Commissioner Cicio. All are in favor.

- Ms. Cleland reports to the committee that we are requesting permission to make changes to Megabucks rules. There's a cap on the retailer commissions of \$30,000. We'd like to pay additional incentives to the authority granted to each Party Lottery in their respective state. We'd like this request to be retroactive as of July 1, 2023.

Commissioner Chair Sheehan asked to entertain a motion to table the discussion on Megabucks rule change that would raise the \$30,000 cap retailers receive to an agreed-upon increased amount. Commissioner Douglas moved and seconded by Commissioner Cicio. All are in favor.

Meeting adjourned at 12:16PM

Julie Sheehan 9-27-24
Julie Sheehan, Commission Chair Date