

TRI-STATE LOTTO COMMISSION

NH Lottery  
Concord, NH  
April 14, 2017

PRESENT: New Hampshire: Debra Douglas, Chair; Charles McIntyre, Executive Director;  
KJ Cleland, Maura McCann  
Maine: Orland McPherson, Commissioner; Gregg Mineo, Executive Director;  
Lisa Rodrigue  
Vermont: Ed Flanagan, Commissioner; Jeff Cavender, Mary Stridsberg, Mary Cassani via  
conference call  
Guests: Calvin Rinck with Sci-Games, Steve Mason and Molly Martin with FuseIdeas,  
Rose Longo-White and Ashley Spicer with GYK Antler, Jeff Lipps, Ryan Sahr, Kristen Pare'  
and Cara Salvatore with Intralot, Pete Donahue and Amy Warner with Alchemy 3

The meeting was called to order at 10:32 am.

**ACCEPTANCE OF MINUTES FOR FEBRUARY 10, 2017**

**MOTION**

Commissioner McPherson made a motion, seconded by Commissioner Flanagan, to accept the February 10, 2017 minutes as distributed. So voted, unanimous.

**FINANCE COMMITTEE** – Mary Cassani via conference call

Overall sales are low which is mostly due to Fast Play. Megabucks sales are up and net profit is up. The contingency funds are all in the positive.

The most recent Megabucks jackpot winner of 5.4M has not come in to made an official claim on the win. He came to the office in November but has not been back.

**MARKETING AND PRODUCT DEVELOPMENT** – Maura McCann

An update regarding the Executive Order 17-07 which combines Liquor and Lottery was discussed. The Vermont Lottery Commission is back up to 5 members. The Executive Director posting will end next week on the 18<sup>th</sup>.

During the spring meeting in June three of the major vendors will be presenting. Sci-Games will present from 9:30-10:15, Pollard will be from 10:30 until 11:15, and Intralot will present from 11:30 until 12:15. During the afternoon, the Lottery and ad people will have a chance to meet to discuss 4 action items to complete this coming year.

The Tri-State scratch ticket Ultimate Vegas Getaway has been out for 10 weeks now. The first second chance drawing will be held on May 17<sup>th</sup>.

Pick 3 ran a promotion last week. It ran from April 2<sup>nd</sup> through April 8<sup>th</sup>. This week the promo will be Pick 4 running April 9<sup>th</sup>- 15<sup>th</sup>. The Vermont Lottery will be using approximately \$22,000 of expired unclaimed prize money for these promotions. Maine will be using \$50,000 and New Hampshire is using \$30,000.

Vermont will be bringing back their 5 Alive promotion on Cinco de Mayo. It is a twelve-hour promo that runs from 5am to 5pm. It takes a \$5 or greater Gimme 5 purchase for a chance to win \$15, \$50 or \$500. Vermont will be using approximately \$12,000 of expired unclaimed prize money for this promotion.

Maine will be a two-week Megabucks promotion in May. They will be using \$75,000 of expired unclaimed prize money. Customers would purchase a \$6 or greater Megabucks ticket for the chance to win \$100.

- The New England Patriots has asked the New England states to participate in an online raffle.
- There is a Megamillions change coming in October
- There is a possible game change for Hot Lotto
- There is also a potential change in Powerball

The current TV spots for Megabucks "This Magic Moment" and Chuck McLuck were shown to the Commission.

#### **DRAW COMMITTEE** – Maura McCann

There are a couple of things that they are dealing with regarding the New Hampshire LBA Auditors and the draw that they are working through. They hope to be able to bring something to the table at the June meeting regarding it.

#### **SCIENTIFIC GAMES** – Calvin Rinck

Maine was very pleased to have a recent Gimme 5 winner about two weeks ago.

Fast Play has been pushed out until early June.

The Ultimate Vegas ticket is doing great with a little over 30,000 entries into the drawing so far.

#### **INTRALOT** – Jeff Lipps and Ryan Sahr

Jeff in Vermont just wrapped up a Lucky for Life promotion, and in the midst of a Pick 3, Pick 4 promotion. After that there will be the Gimme 5 Cinco de Mayo promo in May which they will conduct analysis on all of those once they conclude.

There is a June release being worked on now that will be turned over to Lottery and installed on June 4<sup>th</sup>. Other than that, they are currently working on Megamillions.

Ryan from New Hampshire worked together with Kelley-Jay Cleland to integrate the Tel-Sell reps with the Sales Reps. Today is the first day that one of the Tel-Sell employees is with the Lottery Sales Rep riding along and meeting retailers and seeing exactly how the sales reps relate to their customers.

The initial changes to the Megamillions change is in the preparation stages.

The proofs are being finalized for the introduction of the QR code for the playslips for the Fast Play games.

The New Hampshire Pick 3 promotion resulted in 18.4% increase in ticket sales compared to the week prior.

### **ACCEPTANCE OF COMMITTEE REPORTS**

#### **MOTION**

Commissioner McPherson made a motion, seconded by Commissioner Flanagan, to accept the committee reports as presented. So voted, unanimous.

### **OTHER BUSINESS**

#### **Budget Appropriations:**

New Hampshire requests to increase the budget line item for travel expenses by \$7,500.

Commissioner McPherson made a motion to increase New Hampshire's budget line item for travel by \$7,500. Motion was seconded by Commissioner Flanagan. So voted, unanimous.

An announcement was made by Mary Stridsberg regarding the location and date of the upcoming June meeting in Vermont. The meeting will be held at Hotel Vermont on June 1<sup>st</sup> and 2<sup>nd</sup>.

On April 28<sup>th</sup> Maine is having their grand final event for the 40M Fortune at the Augusta Civic Center. It is expected that there will be 3,000-4,000 people in attendance.

#### **MOTION**

Commissioner Flanagan made a motion to adjourn at 11:12 am. Motion was seconded by Commissioner McPherson. So voted, unanimous.

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Debra Douglas, Chair