

**NEW HAMPSHIRE LOTTERY® COMMISSION**  
**14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301**  
**MINUTES OF COMMISSION MEETING**  
**NOVEMBER 16, 2011 10:30AM**

**PRESENT:**

Debra Douglas, Chairman  
Paul J. Holloway, Commissioner  
Doug Scamman, Commissioner  
Charles McIntyre, Executive Director  
Dianna Audet, Clerk III  
Georges Roy, Administrator III  
Kassie Strong, Chief Accountant  
Len Mannino, Security Director  
Maura McCann, Product Marketing Manager  
Robert Preston, Games Manager  
Irene Nadeau, On-Line Games Manager  
Patrick Griffin, Griffin, York & Krause  
Travis York, Griffin, York & Krause  
Rose Longo-White, Griffin, York & Krause  
Liz Pollock, Griffin, York & Krause  
John Papile, Intralot  
Terry Patterson, Intralot  
Kristin Pare, Intralot  
Ed Dupont, Dupont and Associates  
Jim Bouley, Dennehy & Bouley  
Marie Ott, NH OIT  
Cynthia Murphy, Lottery Field Supervisor  
Lisa Nadeau, Lottery District Supervisor  
Stephen Cochran, Lottery District Supervisor

Chairman Douglas convened the Commission meeting at 10:30 AM.

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

Chairman Douglas made a motion, seconded by Commissioner Holloway to approve the commission meeting minutes for October 18, 2011. Commissioner Scamman asked that the minutes reflect that he asked for sales by month for all games for the past 3 years and not just the Powerball game. The minutes will be amended. So voted, unanimous.

**2. COMMISSION VOTE TO ADOPT INTERIM RULES FOR SW 700  
RULES FOR EMPLOYEE RECOGNITION PROGRAM:**

These are the same rules the Commission previously approved except for a minor syntax change. A motion was made to adopt the interim rules by Commissioner

Holloway and seconded by Commissioner Scamman. So voted, unanimous. Permanent rules will be filed.

### **3. VOTE TO APPROVE SALES REPRESENTATIVE BONUS LEVELS:**

Director McIntyre indicated that the bonuses would be based on sales increases. The first year bonus will be based upon a 13% increase in sales and the second year will be based on a 20.8% increase in sales. Commissioner Holloway asked, with the adding and closing of retailers, how will that be taken into account. Director McIntyre said the bonuses are done quarterly, so over the year it should average out.

Robert Preston indicated that Jan Kessinger, who offered a beneficial sales seminar at the Lottery 3 years ago, will be coming back for an updated sales training program to help the sales representatives.

Commissioner Holloway requested a listing by town of the high tier prize winners, \$1000 and higher, to see where our winners are located.

Chairman Douglas asked for a motion to approve the Bonus Levels of 13% for the current fiscal year and 20.8% for next fiscal year. Commissioner Holloway made a motion, Commissioner Scamman seconded. The vote was unanimous.

### **4. FINANCIAL REPORT:**

George Roy said the auditors are getting ready to finish their audit for the year. Further, he stated he did not have the estimate for transfers to education for last month yet but it will probably not be more than \$5 million. Commissioner Holloway observed that was on the low side. Chairman Douglas said the 2012 change in Powerball and the new Lucky for Life game should help increase revenue.

Kassie Strong reviewed the Instant Ticket Sales Analysis with the Commission. The analysis presented data for the different instant ticket price points for the last four years. Chairman Douglas has asked that this analysis include the profits figured by each instant price point.

Commissioner Scamman inquired as to how the estimated transfers to education are calculated. George Roy said that when the budget process is underway for the fiscal year FY 14 and FY 15, sales data from the prior 8 years for all games are taken into consideration in estimating the transfers to education.

### **5. INTRALOT REPORT:**

John Papile reported there are 1,266 active retailers. Retailers began selling the New Powerball subscriptions as of November 9, 2011 and the new Jingle Jack Fast Play game is doing well. It was noted that the Salem

Lottery Outlet sales are down. Robert Preston said will get an update on Salem and what can be done to bring up the sales.

Chairman Douglas asked if this office has received feedback regarding the new \$2 Powerball game. Minimal feedback has been received. Director McIntyre received only one letter from a current Powerball subscriber. He answered by explaining the positive differences of the new game and included an offer to sign up for a new subscription. Irene Nadeau updated the Commission on the testing of the new subscriptions.

## **6. TRI-STATE REPORT:**

The last meeting was held in York, Maine on November 4, 2011. Gross revenues for Tri-State through September 2011 have decreased \$2.5 million. Sales for the Fast Play games for both New Hampshire and Vermont are up \$17,000.00. Expenses are down \$1.4 million in all three states.

Intralot and Scientific Games together presented an update on the National game. This game offers an instant and online component. The launch of this game is set for September 2012. Following this report, sales in all three states were reviewed and an update on new product offerings was discussed.

## **7. ADVERTISING:**

The Merry Money promotion will run in Maine and New Hampshire from December 11 through December 24, 2011 using Tri-State unclaimed prize money. The Take 10 subscription promotion will be in effect at the same time. Players are able to buy subscriptions at any of our retailers and get 10% off the purchase price. The next Fast Play game is Hot 100's and it is scheduled to go on sale January 15, 2012.

The regional game, Lucky for Life will go on sale March 11, 2012. First drawing is scheduled for March 15, 2012. Drawings will be on Mondays and Thursdays. The game will be sold in all 6 New England states of Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island.

The lottery held an event at the Circle K in West Lebanon, New Hampshire. This store is number one in the state for Instant ticket sales. Commissioner Holloway inquired about their status as number one and location is key to their success as the store is on the New Hampshire and Vermont border. They also have two lottery terminals and two complete instant ticket dispensers.

Rose Longo-White from Griffin, York and Krause updated the Commission on the new signs installed with the three WinStations at the Manchester-Boston Regional Airport GYK is also working on a car giveaway in 2012 using expired, unclaimed Tri-State Prize money.. Travis York further updated the Commission on a Bureau of Census report that states that New Hampshire ranks second in the United States for internet use. Liz Pollock said she is working with Maura McCann and Erica Brisson to make our current social media channels better.

**8. OTHER BUSINESS:**

Chairman Douglas recognized Commissioner Holloway's inquiry concerning Governor Lynch's statement that he will veto the gambling bill. Further discussion will be held to address this.

**9. NEXT MEETING:**

The next meeting is scheduled for December 22, 2011 at 9AM.

The commission meeting was adjourned at 12:25PM.

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Debra Douglas, Chairman

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Paul Holloway, Commissioner

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Doug Scamman, Commissioner