

**NEW HAMPSHIRE LOTTERY® COMMISSION**  
**14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301**  
**MINUTES OF COMMISSION MEETING**  
**MAY 21, 2012 2:00 P. M.**

**PRESENT:**

Debra Douglas, Chairman  
Paul J. Holloway, Commissioner  
Doug Scamman, Commissioner  
Charles McIntyre, Executive Director  
Diane Campbell, Administrative Assistant  
Robert Preston, Instant ticket Games Manager  
Cindi Murphy, Lottery Field Supervisor  
Lisa Nadeau, Lottery District Supervisor  
Steve Cochran, Lottery District Supervisor (Key Accounts)  
Georges Roy, Administrator III  
Irene Nadeau, On-line Games Manager  
Kassie Strong, Chief Accountant  
Len Mannino, Security Director  
Rose Longo-White, Griffin York & Krause, Inc. (GYK)  
Jim Bouley, Dennehy & Bouley  
Ed Dupont, The Dupont Group  
Curtis Barry  
John Papile, Intralot  
Terry Patterson, Intralot

Chairman Douglas convened the Commission meeting at 2:00 p.m.

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

Commissioner Holloway made a motion, seconded by Commissioner Scamman, to approve the April, 2012 commission meeting minutes. So voted, unanimous.

**2. COMMISSION APPROVAL OF CONDITIONAL APPROVAL RESPONSE FOR SW 700 RULES FOR EMPLOYEE RECOGNITION PROGRAM:**

Commissioner Holloway made a motion, seconded by Commissioner Scamman, to approve the conditional approval response for the Sw 700 Rules for Employee Recognition Program. So voted, unanimous. Director McIntyre briefed the Commission on the program.

**3. SALES BONUS PROGRAMS REPORT:**

Cindi Murphy, Lottery Field Supervisor, reported that for the first calendar year quarter, 926 retailers were awarded a total of \$537,580 through the sales bonus program bringing in additional sales over \$10 million. The retailers provided positive feedback about

the program which has proven successful. Ms. Murphy stated that so far this quarter, approximately 780 retailers were tracking to make the bonus with their total sales up over \$4,250,000.

Lisa Nadeau, Lottery District Supervisor for the sales representatives, reported that she was working closely with the reps on retailer promotions to help increase sales. Sales are up and four representatives met the sales goal for their territories, therefore received their individual incentives.

Steve Cochran, Lottery District Supervisor for Key Accounts, stated that he had been meeting with representatives from the Maine Lottery and Vermont Lottery to develop a proposal for Hannafords for a three state promotion to reward their customer service clerks. Mr. Cochran met with Frank DeLuca, new Assistant Director of Marketing for the NH Liquor Commission . The new ticket dispensers are being installed beginning this week. A proposal was submitted to Cumberland Farms for a company wide promotion in New Hampshire offering players who purchase \$10 of an on-line game a coupon for a free coffee. Mr. Cochran provided an update on his meetings with the chain businesses. Approximately 91% of the lottery retailers were able to qualify for bonus. The commission recommended that the Liquor Commission be contacted to discuss credit card use for lottery and liquor store purchases and any swiping fees involved.

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

Kassie Strong, Chief Accountant, stated that the net profit for March was \$6.5 million, and \$5.1 million for the month of April which brings the total year to date net profit transfer to Education to \$56 million. A brief discussion was held on fiscal year end net revenue projections.

A discussion was held on Powerball ticket sales since the price point increase to \$2.00 in New Hampshire and throughout the United States. Director McIntyre stated that Powerball game sales will be discussed as well as changes to the Hot Lotto game at the upcoming Directors Meeting in June.

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

John Papile of Intralot stated the next software release for the new FastPlay game was scheduled for July 29<sup>th</sup> with the software delivered to Irene Nadeau by July 9<sup>th</sup> for testing. Mr. Papile updated the Commission on some upcoming lottery promotions. Mr. Papile stated a quarterly software release was scheduled for the next new Fast Play game.

#### **6. LOUDON RACEWAY PROPOSAL:**

Director McIntyre stated that this year's proposal from the Loudon Raceway was received for a reduced cost of \$100,000. Director McIntyre recommended Commission acceptance of the proposal since he felt the promotional exposure for the lottery was well worth it. Director McIntyre stated this year's proposal was geared more toward New Hampshire citizens than last year and focuses on outreach to kids and schools. Pat Griffin of GYK offered to provide last year's results of the Lottery's presence at the Loudon Speedway to the Commission for their review as soon as possible.

#### **7. ADVERTISING:**

Pat Griffin updated the Commission on a proposed lottery advertising campaign to begin next year using Joan Rivers as a celebrity spokesperson. The Commission requested that the advertising agency proceed with reasonable negotiations for this campaign.

Rose Longo-White briefed the Commission on the success of the Lottery's Facebook page, with almost 7000 likes on the page. Ms. Longo-White stated a meeting will be held on May 30<sup>th</sup> with Director McIntyre and Maura McCann to plan social media promotions for the upcoming year. New jackpot alerts for radio and television advertising will be worked on over the next two months.

Director McIntyre updated the Commission on the status of two lottery contracts. Ms. Longo-White stated that a survey was being conducted on the permission campaign advertising to evaluate its effectiveness so far. Director McIntyre stated the New Hampshire Lottery's Comprehensive Annual Financial Report was once again awarded the highest level of achievement of financial reporting by the Government Financial Officers Association and commended Kassie Strong for her efforts.

#### **8. OTHER BUSINESS:**

Commissioner Scamman made a motion, seconded by Chairman Douglas, to adopt the Sw 700 Rules for Employee Recognition Program, as approved by the JLCAR. So voted, unanimous.

Commissioner Scamman made a motion, seconded by Chairman Douglas, to adjourn the Commission meeting at 3:20 p.m. So voted, unanimous.

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Debra Douglas, Chairman

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Paul J. Holloway, Commissioner

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Doug Scamman, Commissioner