

**NEW HAMPSHIRE LOTTERY® COMMISSION**  
**14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301**  
**MINUTES OF COMMISSION MEETING**  
**DECEMBER 17, 2012 2:00 PM**

**PRESENT:**

Debra Douglas, Chairman  
Paul J. Holloway, Commissioner  
Doug Scamman, Commissioner  
Charles McIntyre, Executive Director  
Diane Campbell, Administrative Assistant  
Kassie Strong, Chief Accountant  
Irene Nadeau, Games Manager  
Robert Preston, Games Manager  
Lynda Plante, Deputy Director  
Jim Bouley, Dennehy & Bouley  
Maura McCann, Product Marketing Manager  
John Papile, Intralot  
Jonathan Chavez, SocialSphere  
John Della Volpe, SocialSphere  
Patrick Griffin, Griffin, York & Krause (GYK)  
Rose Longo-White, Griffin, York & Krause  
Travis York, Griffin, York & Krause  
Ed Dupont, The Dupont Group

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

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

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

**2. SOCIALSPHERE PRESENTATION:**

A PowerPoint presentation was made by John Della Volpe and Jonathan Chavez of SocialSphere. John Della Volpe summarized two projects that had been completed by SocialSphere for the New Hampshire Lottery during October and November, 2012. An annual tracking survey was conducted of attitudes and perceptions of New Hampshire residents who play the lottery as compared to non-lottery players. The first phase involved conducting four focus group studies of New Hampshire residents. The second phase consisted of surveying about 1000 individuals over the internet. Mr. Della Volpe reported on key findings of the surveys, including improved favorability ratings of the New Hampshire Lottery; players' level of awareness of Lottery's contribution to Education; and 7% more NH residents reported playing the Lottery on a more regular basis as compared to 2011. Mr. Della Volpe stated that survey results revealed approximately 62,000 more people played the New Hampshire Lottery in 2012 as compared to 2011. Statistical information and player

profiles and demographics, based on levels of play were provided in the presentation. Replay survey findings were presented by Jonathan Chavez. Some of the highlights were that 72% of players were aware of the Replay program; and also percentages were reported for players entering tickets and players winning instant prizes.

### **3. FINANCIAL REPORT:**

Kassie Strong, stated that during the December 7 Tri-State Commission meeting, the October Tri-State financial statements were discussed. It was reported that Fiscal Year 2013 sales were down by \$2.9 million as compared to Fiscal Year 2012 sales, of which \$2.8 million was due to a decrease in Weekly Grand sales. A brief discussion was held on the budget.

The most recent sales report was discussed. Commissioner Holloway expressed his concern over the decreased number of Powerball tickets being sold since the Powerball game change. Director McIntyre indicated that the California Lottery was expected to join Powerball next spring.

### **4. INTRALOT REPORT:**

John Papile reported that the "Dashing through the Dough" promotion had started December 16 and would run through December 25. Mr. Papile stated Hot Lotto changes were being worked on. Mr. Papile announced that specifications were being worked on for a new Tri-State Cash 5 game, and the specifications were to be released approximately the end of January, 2013.

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

Maura McCann updated the Commission on a presentation by "M Lotto" at a recent Tri-State Marketing and Product Development meeting. The holiday promotion "Dashing through the Dough" running from December 16 through December 25 will randomly award instant wins of \$5, \$10, \$25 and \$50, to players who purchase a Tri-State ticket. Approximately \$100,000 in expired, unclaimed prize monies was used for this promotion. Ms. McCann emphasized the benefits from using bitmaps advertising on the bottom of lottery tickets printed from the terminal, to help promote sales and to inform the public of promotions the lottery is offering.

There will be a "Flash Sale" on January 16, 2013 during the hours of 7-8 AM, 12-1 PM, and 5-6 PM. During the flash sale, players who purchase a Powerball ticket will get one \$2 easy pick Megabucks Plus ticket free.

Director McIntyre updated the Commission on two possible ideas for a Megabucks Plus game change. Director McIntyre stated the Megabucks game has been changed twice in the past few years and that he had recommended to the Tri-State Commission a different game alternative that would hopefully generate more sales. His recommendation was to have the vendors review game possibilities for launching a new Tri-State match 5 game offering a top cash prize of \$100,000 in the spring of 2013.

Irene Nadeau, On-Line Games Manager, provided an update on the approximate number of prizes that had been issued to date for the “Dashing through the Dough” promotion.

Ms. McCann summarized the mid-December 2012 marketing initiatives report. Ms. McCann distributed press releases received from the record-breaking Powerball jackpot of November 28, 2012. Scientific Games is working in conjunction with the Lottery on a test pilot program titled “SalesMaker” in an effort to increase ticket sales at lottery retail locations. The Stateline Paysaver Store in Salem was selected as part of the test program and lottery items within the store were relocated to a more visible location. Robert Preston made positive mention of the 40% instant ticket sales increase at the Stateline Paysaver a week following implementation.

## **6. ADVERTISING:**

An update on the Replay website was provided by Griffin, York and Krause. Implementation of changes to the Replay website and a refer-a-ticket program is planned for late February, 2013. Travis York stated that the entire play experience is being updated and refreshed as well as launching a refer-a-ticket program to cross sell additional tickets. Mr. York stated plans were to overhaul the Lottery website and to enable the site to be mobile web activated which is currently most cost effective. Mr. York stated that approximately 230,000 non-winning tickets are being entered by players weekly into Replay. Enhancements will be made to the platforms to broaden the audience. Future goals are being worked on to simplify the Replay ticket entry process and improve and expand Replay prizes. A discussion was held on the status of possible adoption of a QR barcode and developing a mobile application.

Chairman Douglas made a motion, seconded by Commissioner Holloway, to schedule the next Commission meeting for January 14, 2013 at 10:00 a.m. So voted, unanimous.

Commissioner Holloway made a motion, seconded by Commissioner Scamman, to adjourn the commission meeting at 4:10 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