

**NEW HAMPSHIRE LOTTERY® COMMISSION**  
**14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301**  
**MINUTES OF COMMISSION MEETING**  
**MAY 2, 2013 10:00 AM**

**PRESENT:**

Debra Douglas, Chairman  
Paul J. Holloway, Commissioner  
Doug Scamman, Commissioner  
Charles McIntyre, Executive Director  
Diane Campbell, Administrative Assistant  
Irene Nadeau, Games Manager  
Kassie Strong, Chief Accountant  
Robert Preston, Games Manager  
Lynda Plante, Deputy Director  
Jim Bouley, Dennehy & Bouley  
John Papile, Intralot  
Terry Patterson, Intralot  
Kristen Pare', Intralot  
Rose Longo-White, Griffin, York & Krause (GYK)  
Travis York, GYK  
Ed Dupont, The Dupont Group  
Susan Connolly, The Dupont Group

Chairman Douglas convened the Commission meeting at 10:00 a.m.

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

Commissioner Holloway made a motion, seconded by Commissioner Scamman, to approve the March, 2013 commission meeting minutes. So voted, unanimous.

**2. NH MOTOR SPEEDWAY PROMOTION:**

Director McIntyre stated that he had received a request from the New Hampshire Motor Speedway (NHMS) for Commission approval of a sponsorship and promotional partnership with the NH Lottery for calendar year 2013. The two packages included a New Hampshire Lottery banner at the track; the ability to sell lottery tickets during the July and September race events; a main stage promotion preceding the September race; and a new program awarding a prize at the September 22 race for winning an essay contest to recognize heroes.

Commissioner Holloway made a motion, seconded by Commissioner Scamman, to approve the 2013 NHMS promotion. So voted, unanimous.

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

Kassie Strong, Chief Accountant, reported that the March, 2013 profit was \$6.2 million, with year to date profit being \$54.7 million. This is an increase of \$3.8 million or 7.6% over last year. Ms. Strong stated Tri-State sales revenue was down by \$2.6 million; Multi-State Lottery Association (MUSL) revenue was up by \$2.4 million. Commissioner Holloway expressed his concern about the rapidly declining lottery sales trend at the liquor stores. Director McIntyre stated he expected to meet with representatives of the Liquor Commission next week and would include this in his discussion during the meeting. Joint promotions or incentives were brought up as possibilities for helping to increase sales. Chairman Douglas requested that Director McIntyre notify her of the meeting date and time.

Kassie Strong requested Commission approval of a 1% retailer incentive for selling the \$100,000 top prize winning ticket in the new Gimme 5 game. Commissioner Holloway made a motion, seconded by Commissioner Scamman, to approve a retailer incentive of 1% for selling the \$100,000 Gimme 5 top prize for a payment of \$1,000. So voted, unanimous.

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

John Papile reported that the User Acceptance Testing was approximately 65% completed for the May 12 launch of Hot Lotto game changes, the new Gimme 5 game, and four new Fast Play games. Another release is scheduled for August 25 for the Lucky for Life game changes and three new Fast Play games. Mr. Papile stated a release was tentatively scheduled for October 17 for Mega Millions. Over the past two weeks, fifteen terminals have been installed at seasonal retailer locations near the seacoast.

### **5. LEGISLATIVE UPDATE:**

Director McIntyre updated the Commission on the casino bill. Director McIntyre stated that recently he had been requested to provide cost estimates for casino building, operations and staffing for 2017 and 2018. Director McIntyre stated he would keep the Commission updated.

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

Director McIntyre stated sales for the Gimme 5 game will begin on May 12, with the first drawing to be held on May 15. Director McIntyre stated he had notified the Governor's office and appropriate legislative committee chairpersons.

**7. ADVERTISING:**

Rose Longo-White discussed the May 2013 Marketing Initiatives report. Ms. Longo-White stated that two retailer promotions were scheduled for the new \$5.00 Harley Davidson instant ticket. The first promotion was scheduled for May 3 from noon to 2 p.m. at Ayotte Stateline in Hudson, offering players purchasing two \$5.00 Harley Davidson instant scratch tickets a free ticket. The second promotion scheduled for May 24 from 11 a.m. to 1:00 p.m. at the Mobil on the Run in Sanbornville is also offering a free Harley Davidson ticket to players who purchase two Harley Davidson tickets.

Ms. Longo-White also revealed the graphics for new instant PAD slides for May which will help promote the lottery's games. Ms. Longo-White stated that a draft press release was issued announcing the new Tri-State Gimme 5 game offering a top prize of \$100,000, the new and improved Hot Lotto Sizzler game offering an all cash tax free jackpot of \$1 million, and four new Fast Play games.

A brief discussion was held on the retailer incentive of 1% of the \$25,000 prize equaling \$250 for selling the second tier winning ticket in the Lucky for Life game. Director McIntyre stated he would discuss the possibility of increasing the incentive amount when he attends the next Lucky for Life meeting.

Ms. Longo-White stated that she was in the process of rescheduling the meeting for the NH Lottery's 50th anniversary. An update was provided on the development of new website pages. The summer retailer newsletter has been completed. The Replay points perk program offers players bonus points and has been implemented for about two months and will be evaluated quarterly through reports. Travis York updated the Commission on a couponing project.

**8. OTHER BUSINESS:**

A brief discussion was held on the proposed amendment to the New Hampshire Lottery Commission Employee Ticket Purchase Policy. Chairman Douglas requested a change to #2 in the policy. Commissioner Holloway made a motion, seconded by Commissioner Scamman, to approve the Lottery Employee Ticket Purchase policy, as amended. So voted, unanimous.

**9. NEXT MEETING:**

Commissioner Holloway made a motion, seconded by Commissioner Scamman, to schedule the next Commission meeting for May 30, 2013 at 10:00 a.m. So voted, unanimous. Commissioner Holloway made a motion, seconded by Commissioner Scamman, to go into executive session to discuss a personnel matter. So voted, unanimous. A roll call vote was taken. Commissioner Holloway stated “yes”, Commissioner Scamman stated “yes” and Chairman Douglas stated “yes”.

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Debra Douglas, Chairman

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Paul J. Holloway, Commissioner

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Doug Scamman, Commissioner