

TRI-STATE LOTTO COMMISSION  
New Hampshire Lottery Commission  
February 15, 2013, 10:30 a.m.

Present: Maine: Orland McPherson, Chair; Gerry Reid, Tim Poulin, Lisa Rodrigue, Michael Boardman  
New Hampshire: Debra Douglas, Vice Chair; Charlie McIntyre, Maura McCann, Lynda Plante, Kassie Strong  
Vermont: Tom Scala, Commissioner; Greg Smith, Jeff Cavender  
Guests: Jennifer Cartmell, Heather Bowman, Chris Nichols with NL Partners; Darrell Frecker, with Scientific Games; Bruce Anderson, Christen Pare' with Intralot; Rose Longo-White with Griffin, York & Krause

The meeting was called to order by Orland McPherson, Chair.

**ACCEPTANCE OF THE DECEMBER 7, 2012 MINUTES**

A motion was made and seconded to accept the December 7, 2012 minutes as distributed.

**FINANCE COMMITTEE** – Greg Smith in Mary Cassani's absence

The November and December financials were discussed briefly.

Operation Report for November:

Maine: Sales to date show an overall decrease in sales of 14.86%. Excluding Weekly Grand Extra, there is an overall decrease in sales of 4.20%. This includes a decrease in Megabucks Plus of 5.47% and a decrease in the daily numbers by 2.02%.

New Hampshire: Sales to date show an overall decrease in sales of 14.65%. Excluding Weekly Grand Extra, there is an overall increase in sales of .32%. This includes an increase in Megabucks Plus of 4.99%, an increase in Fast Play of 13.25%, and a decrease in the daily numbers by 5.15%.

Vermont: Sales to date show an overall decrease in sales of 9.50%. Excluding Weekly Grand Extra, there is an overall increase in sales of 6.04%. This includes an increase in Megabucks Plus of 7.34%, an increase in Fast Play by 24.35% and a decrease in the daily numbers of 2.63%.

Operations Report for December:

Maine: Sales to date show an overall decrease in sales of 16.05%. Excluding Weekly Grand Extra, there is an overall decrease in sales of 5.47%. This includes a decrease in Megabucks Plus of 7.43% and a decrease in the daily numbers by 2.13%.

New Hampshire: Sales to date show an overall decrease in sales of 14.6%. Excluding Weekly Grand Extra, there is an overall increase in sales of .16%. This includes an increase in Megabucks Plus of 4.12%, an increase in Fast Play by 25.33% and a decrease in the daily numbers of 4.52%.

Vermont: Sales to date show an overall decrease in sales of 9.18%. Excluding Weekly Grand Extra, there is an overall increase in sales of 6.11%. This includes an increase in Megabucks Plus of 4.12%, an increase in Fast Play by 40.07% and a decrease in the daily numbers by 3.06%.

## **MARKETING AND DEVELOPMENT COMMITTEE** – Lisa Rodrigue

There was a discussion on a game name promotion the Maine Lottery ran which included their Face Book page.

Mickey played a few new spots for the Maine State Lottery and will bring the new radio spots to the next commission meeting.

An overview was distributed on what the committee has come up with in order to help increase sales.

Gimme 5: A new 5/39 game costing \$ 1.00 with drawings three times a week (Monday, Wednesday and Friday). This game would start in May. It is felt there would be two top prize winners every month. A logo has been developed. The top prize is \$100,000 then there is a \$250 prize, a \$7 prize and the lowest prize is \$2.00. Plans are for a heavy launch. The game is scheduled to start May 12<sup>th</sup> (selling tickets) with the first draw Wednesday, May 15<sup>th</sup>. The rules have been developed and will be forwarded to staff and commission for review and plans are to adopt the rules at the April meeting.

A pro forma on the game will be provided at the April meeting.

### **MOTION**

A motion was made by Commissioner Douglas to move forward with the Gimme 5 cash game. Motion was seconded and voted in the affirmative.

Megabucks Plus: Game changes were discussed and research conducted. There were 1,900 responses to our survey across the three-state region. Three models are being tested and initial results should be available soon. The next promotion is scheduled in April. New ideas are being discussed.

Fast Play: New Hampshire and Vermont launched a new group of games on February 3<sup>rd</sup>. New Hampshire is currently running eight Fast Play games and Vermont only the four new games. Vermont has seen a 5% increase in sales over the last launch. The new games consist of one \$1, two \$2 and one \$5.

Fantasy Blackjack: A proposal has just come in on this game from Alchemy3. The committee will begin reviewing this game and report back to the commission at the next meeting. This new concept will be brought before the Vermont Lottery Commission at their next meeting.

## **DRAW COMMITTEE** Maura McCann

Megabucks Plus Drawing machine: Recently there was a problem with the base unit of the Megabucks drawing machine. Smartplay was contacted and made an emergency trip to repair the unit at a cost of \$3,075. Maura is seeking authorization to submit the bill for payment.

Maura has contacted two companies for drawing balls for the new game Gimme 5. There was only a difference of \$5.00 between the two quotes. She is seeking permission to order three sets of balls, each set numbered 1 -39.

## MOTION

A motion was made by Commissioner Scala to authorize the purchase of three sets of drawing balls (numbered 1 through 39) for the new Gimme 5 game at a cost of \$1,680 from Smartplay. Motion was seconded and voted in the affirmative.

### **SCIENTIFIC GAMES** – Darrell Frecker

Not much to add as it's all been covered. Staff has everything ready for the March release and will work on the Hot Lotto and Cash 5 changes. Everything is going along very well.

### **INTRALOT** – Bruce Anderson

A thank you was expressed to the lotteries for getting all the specs done on time. We are now down to preparing for the launch of the games in May.

Megabucks Plus and Lucky for Life game changes will put us in the same situation. Hopefully, by March a decision will be made on these games.

### **ACCEPTANCE OF COMMITTEE REPORTS**

Motion

A motion was made by Commissioner Douglas to accept the reports as presented. Motion was seconded and voted in the affirmative.

### **OTHER BUSINESS**

Sales Meeting Approval: A meeting has been scheduled for the Sales Reps from each state to meet as a group for a sales training session. There will also be discussions pertaining to issues they may have individually and as a group with their agents and how they are handled.

## MOTION

A motion was made by Commissioner Douglas to authorize the expenditure of no more than \$15,000 to cover the sales training meeting for the Sales Reps from the three states. This figure also includes the fee for the complete training session.

Tri-State Packets by Email: A decision has been made to email the commission packets to the Tri-State Commissioners, staff and vendors rather than mailing them hard copies as has been done for the past twenty years.

### **Maine State Lottery/Gimme 5 Advertising Money:**

## MOTION

A motion was made by Commissioner Douglas to authorize the use of an additional \$200,000 above the budgeted amount for the year to the Maine State Lottery for advertising for the Gimme 5 game. Motion was seconded and voted in the affirmative.

The next commission meeting is scheduled for Friday, April 12, 2013, at 10:30 a.m. at the New Hampshire Lottery Commission.

A motion to adjourn was made and seconded.

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Orland McPherson, Chair