

NEW HAMPSHIRE LOTTERY® COMMISSION
14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301
MINUTES OF COMMISSION MEETING
NOVEMBER 12, 2013 9:00 AM

PRESENT:

Debra Douglas, Chairman
Paul J. Holloway, Commissioner
Doug Scamman, Commissioner
Charles McIntyre, Executive Director
Diane Campbell, Administrative Assistant
Kassie Strong, Chief Financial Officer
Irene Nadeau, On-line Games Manager
Len Mannino, Security Director
Maura McCann, Marketing Director
Lynda Plante, Deputy Director
John Papile, Intralot
Terry Patterson, Intralot
Jim Bouley, Dennehy & Bouley
Patrick Griffin, GYK
Curtis Barry, The Dupont Group
Tammy Vaillancourt, Administrative Services

Chairman Douglas convened the Commission meeting at 9:00 a.m.

1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES:

Commissioner Scamman made a motion, seconded by Commissioner Holloway, to approve the October 23, 2013 commission meeting minutes. So voted, unanimous.

2. FINANCIAL REPORT:

Kassie Strong, Chief Financial Officer, stated that the financial report for the month of October would not be available until after November 20, at which time she would provide those figures to the Commission. A brief discussion was held on the Tri-State Commission financial report and the Tri-State Commission budgets. Commissioner Holloway requested that a new policy be implemented for the New Hampshire Lottery Commission to approve New Hampshire's portion of each year's Tri-State's revenue estimates and to include a record of this vote in the New Hampshire Lottery Commission meeting minutes.

Chairman Douglas requested that Director McIntyre forward the newly formatted Tri-State financial report, to the Directors of the Maine Lottery and Vermont Lottery. The Commission expressed their satisfaction to Kassie Strong, Chief Financial Officer, for her efforts on this report.

A brief discussion was held on the most recent weekly sales report. A discussion was held on the optimum timing for advertising the larger estimated jackpot amounts. An update was provided on the status of the subscription program and subscription discounts to be offered this holiday season. Director McIntyre stated he would be attending an executive session on Keno and would notify the Commission of the results of the meeting.

3. INTRALOT REPORT:

John Papile stated that Intralot had presented promotional ideas for the New Hampshire Lottery's 50th anniversary campaign to the Lottery management. Mr. Papile stated that the software release was expected to be received by the end of the week for the subscription discount program which will begin December 11 and run for a couple of weeks.

4. ADVERTISING:

Maura McCann updated the Commission on the late October 2013 Marketing Initiatives. New Lottery signage will be delivered shortly. Ms. McCann stated that holiday point of sale materials will be used to advertise the Lottery's discount subscription program effective December 11, 2013 through December 24, 2013. During this period, 10% discounts will be offered on 26 draw subscriptions; 15% discounts will be offered on 52 draw subscriptions; and 20% discounts will be offered on 104 draw subscriptions.

The "Hall of Fame" Powerball promotion is currently running through February 10, 2014 offering players a chance to win a trip to the Pro Football Hall of Fame in the spring. The Power Play option of the Powerball game will be changing in January, 2014 to allow players who Power Play their tickets or subscription to have a chance to win 2X, 3X, 4X or 5X (with the exception of the second tier and jackpot prize). Ms. McCann showed the "Meet the Odds" television commercial to the Commission, which will promote the Tri-State Megabucks Plus game.

5. OTHER BUSINESS:

Director McIntyre announced that Assistant Attorney General Rose Wiant has returned to the Attorney General's office and has been assigned once again as the New Hampshire Lottery's attorney.

Director McIntyre stated meetings had been held with the New England Lottery directors and Lottery Directors of approximately twelve other states to discuss expanding the Lucky for Life consortium of member states and ideas for offering a higher grand prize level and/or television show.

Commissioner Holloway made a motion, seconded by Commissioner Scamman, to go into executive session to discuss a legal matter. A roll call vote was taken. Commissioner Holloway stated "Aye"; Commissioner Scamman stated "Aye"; Debra Douglas stated "Aye". No commission action was taken during the executive session.

Debra Douglas, Chairman

Paul J. Holloway, Commissioner

Doug Scamman, Commissioner