

NEW HAMPSHIRE LOTTERY® COMMISSION
14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301
MINUTES OF COMMISSION MEETING
APRIL 17, 2014 9:30 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
Len Mannino, Security Officer
Robert Preston, Games Manager
Irene Nadeau, On-line/Operations Manager
Kelley-Jaye Rosberg, Games Manager
Maura McCann, Marketing Director
Lynda Plante, Deputy Director
John Papile, Intralot
Terry Patterson, Intralot
Kristen Pare', Intralot
Tammy Vaillancourt, Administrative Services
Jim Bouley, Dennehy & Bouley
Rose Longo-White, Griffin, York & Krause (GYK)
Patrick Griffin, GYK
Travis York, GYK
Ed Dupont, The Dupont Group

Chairman Douglas convened the Commission meeting at 9:35 a.m.

1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES:

Commissioner Scamman made a motion, seconded by Commissioner Holloway, to approve the February 11, 2014 commission meeting minutes. So voted, unanimous.

2. MONOPOLY GAME-PRELIMINARY APPROVAL:

Director McIntyre recommended to the Commission a proposed \$5.00 national game called Monopoly Millionaire's Club. The game is based on a Canadian game called Lotto Max which has proven successful. Director McIntyre updated the Commission on the details of the game including prize structure, second chance drawing entry option to attend a television game show, projected release of October, 2014, and prize percentage payout. Commissioner Scamman made a motion, seconded by Commissioner Holloway, to approve the Monopoly Millionaire's Club game. The Commission requested that Director McIntyre

notify the appropriate leadership of the Commission's approval and plans for the upcoming game. So voted, unanimous.

3. FINANCIAL REPORT:

Kassie Strong stated that she would forward the financial statements and her report to the Commissioners on Monday, as she was waiting for more information to complete her March reporting. Ms. Strong stated the projected transfer to the Education Trust Fund would exceed the budgeted amount of \$6 million. The budget process is underway for Fiscal Years 2016 and 2017.

4. INTRALOT REPORT:

Mr. Papile stated that release #2 was underway and testing would begin on April 28, 2014 to include four new fast play games and report changes. Also testing is in progress for a promotion called Cinco de Mayo, part of the Lottery's 50th anniversary celebration. An update was provided on system preparations for the October, 2014 release of the Monopoly Millionaire's Club game. Director McIntyre stated that a Multi-State Lottery Association meeting would be held on May 14, 2014 to discuss the upcoming Monopoly game and indicated that many states are showing an interest in joining the multi-state game.

5. TRI-STATE REPORT:

Maura McCann stated that a discussion was held at the most recent Tri-State Commission meeting on April 11 regarding the upcoming Caesars Tri-State instant game to go on sale May 5, 2014 in Maine, New Hampshire and Vermont. A website has been developed for players to enter in their non-winning tickets for a second chance to win a trip to Caesars Palace in Las Vegas, Nevada. On April 15 the New Hampshire Lottery ran a Lucky Tax Day Promotion which randomly awarded prizes of \$1,040 every hour from 6 a.m. to midnight, to players who purchased a single \$5 or greater Tri-State Megabucks ticket. The promotion was successful since Megabucks sales increased from approximately \$14,000 on April 8 to approximately \$40,000 on the April 15 promotion day. The Tri-State Commission voted to award the Tri-State draw audit contract to Anderson and Cloues of Concord, effective July 1, as a result of the Request for Proposal process. The contract award to Anderson and Cloues was based on low bid.

6. ADVERTISING:

Ms. McCann announced that the Harley Davidson 2nd chance drawing was scheduled to be held on Friday, July 18 at 10:00 a.m. at NH Lottery headquarters. Two Harley-Davidson Street Glide motorcycles and other Harley-Davidson themed prizes will be awarded at the drawing. An update was provided on 50th anniversary events. A media preferences survey will be offered on the New Hampshire Lottery Replay website to discover what media source the players prefer to use for New Hampshire Lottery information.

As part of the Lottery's 50th Anniversary Promotion, a New Hampshire Fisher Cats Promotion called the Grand Slam Giveaway will give one fan at each game a chance to win \$50,000. The lucky fan will win if on the 50th pitch thrown to the Fisher Cats batter, the batter hits a grand slam home run.

Travis York stated GYK would be meeting soon with Director McIntyre and Maura McCann to discuss 2015 strategic planning. The planning includes defining high level goals and objectives; the use of social and digital media, and to have a structured schedule in place by July 1. Mr. York mentioned there are several different avenues for advertising, including traditional television and radio advertising; on line and social media advertising; and through the Replay website to ultimately personalize and target messaging to players more aggressively. Travis York stated that the New Hampshire Lottery currently has a mobile enabled website.

7. NEXT MEETING:

Chairman Douglas made a motion, seconded by Commissioner Holloway, to schedule the next NH Commission meeting for May 20, 2014 at 9:30 a.m. So voted, unanimous.

Commissioner Holloway made a motion, seconded by Commissioner Scamman, to adjourn the commission meeting at 10:45 a.m. So voted, unanimous.

Debra Douglas, Chairman

Paul J. Holloway, Commissioner

Doug Scamman, Commissioner