

TRI-STATE LOTTO COMMISSION

Samoset Resort
Rockport, Maine
October 24, 2014

Present: Vermont: Tom Scala, Chair; Ed Flanagan, Greg Smith, Jeff Cavender, Mary Cassani, Mary Stridsberg
New Hampshire: Charlie McIntyre, Maura McCann, Lynda Plante, Kelley-Jaye Rosberg
Maine: Orland McPherson, Commissioner; Gregg Mineo, Michael Boardman, Lisa Rodrigue, Tim Poulin
Guests: Jeff Lipps, Kristen Pare', Molly Waldstein, Bruce Anderson, John Papile, Fivi Rondiri with Intralot; Russ Leonard, Heather Bowman, Jennifer Cartmell with NL Partners; Christian Smith with Macpage LLC; Pete Donahue with Alchemy 3; Mary Wdowin, Calvin Rinck, Darrell Frecker, Ron Miguel with Scientific Games; Rose Longo-White with GYK Antler

The meeting was called to order by Chairman Tom Scala at 9:00a.m.

ACCEPTANCE OF THE AUGUST 8, 2014 MINUTES

MOTION

Commissioner McPherson made a motion, seconded by Commissioner Scala, to accept the August 8, 2014 minutes as distributed. A vote will take place at the next Tri-State meeting when a full quorum is present.

FINANCE COMMITTEE: Mary Cassani

Christian Smith of Macpage LLC presented a report on the audit that was completed for the Tri-State Lottery.

Mary commented on the audit findings, and overall the audit was a success.

August sales are higher than forecasted. The net profit was \$147,000.

There is 2.3 million dollars in expired unclaimed, there are two jackpots that have not been claimed as of yet. The first being a Gimme 5 jackpot, and the other a Megabucks jackpot.

The Tri-State accountant, Connie Goss has left the lottery, and Mary has currently taken over her duties while finding an adequate replacement for her. There was an audit preformed prior to her exit and the findings were satisfactory.

MARKETING AND SALES: Jeff Cavender

Promotion schedule for 2015:

- Megabucks promotion the 4th-15th of January, consisting of a \$20 nth win, and a \$4 minimum buy
- Double Dollar Days, which is a pick 3 pick 4, where every Friday for the month of May starting on May 1st, every winning ticket will be doubled
- Grocery Grill Giveaway will run for 5 weeks, the first drawing will be held on July 1st, start date for this promotion will be determined soon. From each state, a grill and grocery cart will be given away everyday for the month of July.
- 30 years in 30 days promotion will be in September with a Megabucks promotion. This will be celebrating Vermont's 30th anniversary. Multiply nth wins, a \$6 or more buy gives them the chance to win \$30, less than \$6 is a free ticket.

There will be a winner awareness strategy for Gimme 5. The schedule will run for four weeks from November 9th through December 6th. There will be a survey done in January followed by input and questions from product development. In addition, the product development committee will look at 5-7 draw days.

The central validation is not a key to the Tri-State instant ticket be successful. So a proposal to Scientific Games as well as Pollard are different prize structures, different price points, with either a larger top prize and/or a total number of prizes similar to what Maine is doing with their \$40M dollar ticket. Timeline for the ticket would likely be the proposals from the vendors in the month of November so that a decision can be made in the month of December to go forward with the ticket, with an anticipated launch date in September 2015.

⑥ Once determined legal, Scientific Games and Intralot are encouraged to move forward with the central validation as it is something we would like to have in the future.

Maine will be debuting the Fast Play Progressive game, the date has not yet been determined. Once that has started and they have some history, the vendors need to be thinking about a Tri-State Progressive jackpot game.

Maine and New Hampshire are on target with their Margaritaville instant ticket.

Maine is releasing their \$40M dollar Fortune Ticket in December.

DRAW COMMITTEE: Maura McCann

Nothing to report at this time.

SCIENTIFIC GAMES: Darrell Frecker

Enjoyed the new format of the meeting, and would like to see this new format implemented more often.

INTRALOT: Jeff Lipps

November 16, 2014 release of the Touch Play Consoles in Vermont. There are 25 terminals being delivered with 4 touch play games loaded on them, along with a validation terminal.

ACCEPTANCE OF REPORTS

MOTION

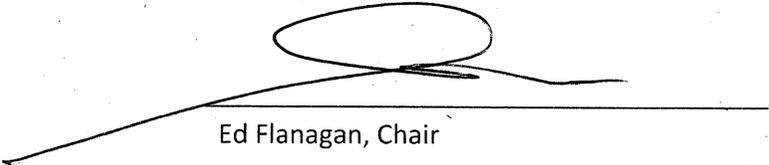
Commissioner McPherson made a motion, seconded by Commissioner Scala, to accept the committee reports. A vote will take place at the next Tri-State meeting when a full quorum is present.

OTHER BUSINESS

Establish a Tri-State credit card with Commissioner McPherson as the signer for the ~~card~~ resolution. 

MOTION

A motion to adjourn was made at 9:35a.m.


Ed Flanagan, Chair