

TRI-STATE LOTTO COMMISSION
NH Lottery
Concord, NH
December 9, 2016

PRESENT: New Hampshire: Debra Douglas, Chair; Charles McIntyre, Executive Director; Katie Brown, Cindy Baron, Lynda Plante, KJ Cleland, Cammy Nolin, Maura McCann
Maine: Orland McPherson, Commissioner; Michael Boardman, Lisa Rodrigue, Tim Poulin
Vermont: Ed Flanagan, Commissioner; Jeff Cavender, Mary Stridsberg, Mary Cassani
Guests: Calvin Rinck with Sci-Games, Steve Mason and Josh Barrett with Fuselideas, Rose Longo-White and Ashley Spicer with GYK Antler, Jeff Lipps, Ryan Sahr, Cara Salvatore with Intralot

The meeting was called to order at 10:30 am.

ACCEPTANCE OF MINUTES FOR OCTOBER 14, 2016

MOTION

Commissioner McPherson made a motion, seconded by Commissioner Flanagan, to accept the October 14, 2016 minutes as distributed. So voted, unanimous.

FINANCE COMMITTEE – Mary Cassani

Compared to YTD through October last year, sales were lower 1.1%, most of this decrease was in the Fast Play category. The loss of the MP's in Vermont was the main contributing factor.

Net profit through October was higher than last year by 1.2%, and higher than budget by \$1.5 million or 26%. Net profit represents 35.9% of sales so far in FY17 compared to 35.1% at this time in FY16.

All contingency funds have positive balances at the end of October.

MARKETING AND PRODUCT DEVELOPMENT – Maura McCann

Tri-State's Ultimate Vegas Getaway ticket will have a 2nd chance component for VIP trips to Vegas. Depending on the state, it will debut at the end of January or the first week of February 2017.

The Jingle All the Way promotion which utilizes expired unclaimed prize money, will run from December 18-24th. This pertains to all the draw games in both Vermont and Maine. New Hampshire will only feature Megabucks during this promotion.

MOTION

Commissioner McPherson made a motion, seconded by Commissioner Flanagan to approve the expenditure of \$148,750 from expired unclaimed prize money for the Jingle All the Way promotion. So voted, unanimous.

New Hampshire Lottery has approved moving forward with the Miss Match Game.
The Maine Lottery is working towards re-introducing the Fast Play games in late winter of 2017.

The Powerball Power Cruise Promotion will be running in the Tri-State February 5 - March 29, 2017.

Vermont is looking at bringing back their successful "5 Alive" promotion on May 5, 2017, and Maine Lottery is looking at a Tri-State Megabucks promotion later in May.

At the NASPL Meeting in Atlanta, Abacus offered to do a test pilot program at no cost to TriState for in-lane lottery ticket sales specific to the Hannaford grocery chain. The Tri-State Product Development group will be picking up this project and moving it forward with this chain. The first step will be getting approval to move forward in each state and to reach out to the regional contacts at Hannaford to gauge interest. If successful, we will reach back out to Abacus and begin the process.

The Holiday ad TV spots were shown featuring Chuck McLuck.

DRAW COMMITTEE – Maura McCann

At the last Tri-State Meeting the Draw Committee was asked to get estimates for the replacement of the 8 draw machines in the event they needed replacing. Smart Play International entered a quote of \$50,000 to replace the 8 machines we have now with the same machine. If the machines needed an upgrade to a different model, the cost would then range from \$50,000 - \$70,000 to replace all of them.

New Hampshire no longer uses the RNG manufactured by the MUSL group. MUSL has offered to replace the RNG at 1/10th of the current price. New Hampshire is moving forward with replacing that machine.

MOTION

Commissioner Flanagan made a motion, seconded by Commissioner McPherson, to enter into an agreement with MUSL for the purchase of an RNG for use by Maine, New Hampshire and Vermont, for a cost of \$1,100. So voted, unanimous.

An estimate was included in the packets from Technet Systems Group for a noise reduction procedure on the Draw Room located at the New Hampshire Lottery office. A discussion followed regarding what the estimate includes.

MOTION

Commissioner Flanagan made a motion, seconded by Commissioner McPherson, for the expenditure of \$4,080 with Technet Systems Group to perform necessary noise reduction procedures on the draw room. So voted, unanimous.

SCIENTIFIC GAMES – Calvin Rinck

Working on the upcoming Holiday promotion of Jingle All the Way.

At the end of quarter one of 2017, new Fast Plays games will be launching with price points of \$1, \$2, and \$5 games.

INTRALOT – Jeff Lipps and Ryan Sahr

In Vermont they are working on two initiatives. They are the Jingle All the Way promotion beginning on December 18th and then a Fast Play Pro game swap that same day. The game Roll'em will come off and Three Card Poker will go live.

New Hampshire has plans to start selling Fast Play from their WinStations. They have also developed a new Play Slip that features a QR Code. This allows the player to scan the code and have their ticket print out. The retailers will have these new Play Slips available at the counters so they can scan the codes and print the tickets as well.

ACCEPTANCE OF COMMITTEE REPORTS

MOTION

Commissioner McPherson made a motion, seconded by Commissioner Flanagan, to accept the committee reports as presented. So voted, unanimous.

OTHER BUSINESS

New Hampshire currently has \$103,830 under consulting in its budget. The request is to move \$100,000 of that to advertising account. The overall expenditure does not change, just the allocation of the funds.

MOTION

Commissioner McPherson made a motion, seconded by Commissioner Flanagan to reallocate \$100,000 from the consulting account to advertising account in New Hampshire's budget. So voted, unanimous.

There was an introduction of the new Administrator for the New Hampshire Lottery. Her name is Cammy Nolin. Welcome to the Lottery.

MOTION

Commissioner McPherson made a motion to adjourn at 11:32 am. Motion was seconded by Commissioner Flanagan. So voted, unanimous.



Debra Douglas, Chair