

NEW HAMPSHIRE LOTTERY® COMMISSION
14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301
MINUTES OF COMMISSION MEETING
April 24, 2017, 2:00 p.m.

Commissioners:

Debra Douglas, Chairman
Paul J. Holloway, Commissioner
David Gelinias, Commissioner

Lottery staff in attendance:

Charles McIntyre	Cindy Baron	Valerie King	Cammy Nolin
Lynda Plante	Katie Brown	Maura McCann	

Others in attendance:

Rose Longo-White, GYK Antler Travis York, GYK Antler

Chairman Douglas called the Commission meeting to order at 2:10 p.m.

1. DISCUSSION AND APPROVAL OF ADVERTISING REQUEST FOR PROPOSAL:

Commissioner Holloway moved to accept the recommendation of the Lottery Request for Proposal committee to award the advertising contract; second by Commissioner Gelinias. Executive Director McIntyre requested a move to discussion; so moved by Commissioner Holloway.

Director McIntyre described the RFP to the Commission; of six submissions received, three companies were invited to make oral presentation at Lottery. The RFP committee was comprised of Commission Chairman Debra Douglas, Chief Financial Officer Cindy Baron, Marketing Director Maura McCann, and Director McIntyre. After further evaluation of the presentations, RFP submissions, and the unsealing and review of the price tables, GYK Antler of Manchester was the clear winner. Director McIntyre requested the permission of the Commission to move forward with entering into contract negotiations with them.

Commissioner Holloway asked if there would be any difference in the marketing approach going forward. Director McIntyre responded that yes, we will be looking at our strategy with fresh eyes. Commissioner Holloway related that when he is in Florida, he sees a tremendous amount of PR about their lottery. Travis York, Director and President of GYK Antler, replied that there are limited media outlets in New Hampshire and we have to work to stay in their sights. Commissioner Gelinias noted that he has heard the Massachusetts Lottery sponsoring news segments on a popular radio network. Rose Longo-White of GYK Antler confirmed that we had done so in the past, including sponsoring public television; we can look into future media advertising, though there are not as many far-reaching radio options in New Hampshire.

Mr. York noted that this is a good time to recalibrate our approach and bring new people to the table. Commissioner Gelinias asked if part of the problem we are having is marketing to millennials; that we do not have product that appeals to them. Mr. York agreed, and noted that at some point, Lottery will need to add new products or develop different ways to deliver those products as well as offer payment options to attract younger players.

Commissioner Gelinias moved the question, and seeing no further discussion, Chairman Douglas put to vote the motion to accept the committee's proposal to contract with GYK Antler for New Hampshire Lottery's advertising. So voted, unanimous.

2. OTHER:

- a. A brief review of the financials shows that the \$1 games are up over last week. Commissioner Gelinias reported seeing the Granite State Gold \$25 ticket advertisements; Product Development Manager Kelley-Jaye Cleland confirmed that it goes on sale on Friday and it is expected to do very well.

- b. Director McIntyre referred the Commission to survey results indicating the public's familiarity with Lottery billboards as a source of jackpot information. Based on the results, it appears that the billboard on Interstate 293 in Manchester is highly viewed. The site on Interstate 95, which is a changing video billboard shared with multiple advertisers, does not appear to be as widely recognized and a significant price increase is being imposed by the vendor. The final billboard on Route 101 has strong visibility, but they are also seeking to increase the fees.

Director McIntyre reflected back on the survey responses that billboards are the fourth most viewed method by which players find the jackpot amounts, behind our website and signs at retail locations. He would like GYK to explore billboard real estate along the Massachusetts border to capture New Hampshire commuters on their way home from work. Chairman Douglas noted that potential new property for Lottery headquarters on the Interstate 93 corridor could allow us to post our own billboard right on or near the building.

To conclude, Ms. McCann confirmed that we will keep the billboard on Interstate 293; work with GYK Antler to see if we can get the Route 101 billboard owners to negotiate their price; and drop the contract with the owners of the Interstate 95 location.

Commissioner Gelinas moved to adjourn and Commissioner Holloway seconded. Chairman Douglas called the meeting to a close at 2:33 p.m.


Debra Douglas, Chairman


Paul J. Holloway, Commissioner


David Gelinas, Commissioner