

TRI-STATE LOTTO COMMISSION
NH Lottery
Concord, NH
February 10, 2017

PRESENT: New Hampshire: Debra Douglas, Chair; Charles McIntyre, Executive Director;
Cindy Baron, KJ Cleland, Maura McCann
Maine: Orland McPherson, Commissioner; Gregg Mineo, Executive Director;
Michael Boardman, Lisa Rodrigue
Vermont: Ed Flanagan, Commissioner; Jeff Cavender, Mary Stridsberg
Guests: Calvin Rinck with Sci-Games, Steve Mason, Anna McDonough, Molly Martin, and
Josh Barrett with Fuseldeas, Rose Longo-White and Ashley Spicer with GYK Antler, Jeff
Lipps, Ryan Sahr, Jeff Savage, Kristen Pare' and Cara Salvatore with Intralot

The meeting was called to order at 10:35 am.

ACCEPTANCE OF MINUTES FOR DECEMBER 9, 2016

MOTION

Commissioner McPherson made a motion, seconded by Commissioner Flanagan, to accept the December 9, 2016 minutes as distributed. So voted, unanimous.

FINANCE COMMITTEE – Cynthia Baron

Gross revenues for Tri-State through December were higher than forecast by \$1.9 million. Due to the overall increase in sales, cost of sales was also higher than forecast by 7.3%. Both operating and advertising expenses were lower than forecast. Net profit through December was higher than forecast by \$1.9 million, due to the overall higher sales in Megabucks and lower than expected operating expenses.

There was \$1,803,653 in Expired Unclaimed Prizes at the end of December and all contingency funds had a positive balance.

A resolution from Peoples United Bank to remove Greg Smith needs to be voted on and signed by the Commission chair.

MOTION

Commissioner Flanagan made a motion, seconded by Commissioner McPherson, to remove Greg Smith from the Corporate Resolution Bank Account. So voted, unanimous.

MARKETING AND PRODUCT DEVELOPMENT – Maura McCann

Vermont awarded \$33,165 in Tri-State expired unclaimed prizes during the Jingle All the Way promotion, with ME awarding \$48,920, and New Hampshire with \$9,425.
A Return on Investment report for the promotion was given to the Commission by Kristen Pare'.

The Tri-State Ultimate Vegas Getaway second chance website is complete and went live on January 30th in NH, 2/2 in ME and 2/3 in VT. Fuselideas wrote and produced a radio spot for each of the three states for this ticket.

Pick 3 and Pick 4 promotions are scheduled for two weeks in April. Pick 3 is on April 2-8, and Pick 4 runs April 9-15. Each state will call their promotion by their select name. The individual prize amounts to be awarded are \$10 for Pick 3 and \$20 for Pick 4.

A review and update to the Fast Play rules is currently in progress.

The Powerball PowerCruise went live on February 5th. The cruise will set sail in January of 2018.

Vermont brought forward a Problem Gambling TV spot for all three states to use.

Abacus's proposal for TriState to be a part of the pilot program has some loop holes. It is undecided at this time whether we will be joining in this program. Long term costs are in question.

DRAW COMMITTEE – Maura McCann

The sound abatement project is complete. It was successful and is considerably less noisy. The final cost for the project came in at \$3,700.

SCIENTIFIC GAMES – Calvin Rinck

There is a Fast Play game scheduled to launch in May for Maine.

The launch of the Ultimate Vegas Giveaway ticket with a second chance drawing is showing there were 1,000 entries in the first day.

INTRALOT – Jeff Lipps and Ryan Sahr

New Hampshire had a successful software release on the 5th of February for Fast Play Games.

The order for the 100 pro-lite jackpot signs should be arriving next week.

Vermont Intralot is currently drafting specs for the Pick 3 and Pick 4 promotion.

ACCEPTANCE OF COMMITTEE REPORTS

MOTION

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

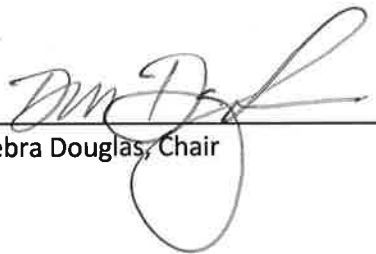
OTHER BUSINESS

Ed Flanagan gave an information and update to the Tri-State Commission regarding the merger of Vermont Lottery Commission and Vermont's Department of Liquor Control.

There was a discussion regarding the venue for the June meeting in Vermont. The town of Burlington was chosen. A theme and possible presentations were also discussed.

MOTION

Commissioner McPherson made a motion to adjourn at 11:35 am. Motion was seconded by Commissioner Flanagan. So voted, unanimous.



Debra Douglas, Chair