

**New Hampshire Lottery Commission**  
**14 Integra Drive, Concord NH**  
**Minutes of Commission Meeting**  
**October 15, 2019 · 2:30 p.m.**

**Commissioners:**

Debra Douglas, Chairman  
Paul Holloway, Commissioner  
J. Christopher Williams, Commissioner

**Lottery staff in attendance:**

Charles McIntyre	John Conforti	Maura McCann	Edie Chiasson	Britni Halvorsen
Katie Brown	Jim Duris	Carmela Nolin	Ryan Eddy	Irene Rondeau
Kelley-Jaye Cleland	Valerie King	Lynda Plante	Sydney Ouellette	

**Others in attendance:**

Lyndlee Hayes, GYK Antler	Jan DiMarzio, Community Bingo Ctr	Jim Bouley, Dennehy/Bouley
Mike Giovinelli, GYK Antler	Colleen Hernandez, Community Bingo Ctr	Anthony Fusco, Ocean Gaming
Ryan Sahr, Intralot	Thomas Stuart, Lebanon Poker Room	Jamie Timbas, Manchester Poker
Kristen Paré, Intralot	Gina Powers, RYP Granite	Mike McLaughlin, Shaheen & Gordon
		Rick Newman, NHC GOA

Chairman Douglas called the meeting to order at 2:30 p.m.

**1. PUBLIC HEARINGS**

**a. LOT 7000, BINGO RULES**

Chairman Douglas opened the meeting at 2:30 p.m. with a public hearing regarding proposed rules for Lot 7000, Bingo. Oral testimony was offered by Jan DiMarzio of Community Bingo Center; while she has no objections or additions to propose, she wished to thank Director of Racing and Charitable Gaming Valerie King for the excellent job in revising them. As no one else came forward to testify, Chairman Douglas closed the hearing at 2:32 p.m.

**b. LOT 7100, LUCKY 7 RULES**

Chairman Douglas opened the public hearing for Lot 7100, Lucky 7 proposed rules at 2:32 p.m. Rick Newman of New Hampshire Charitable Gaming Operators Association (NHC GOA) and representative for distributor Grover Gaming, requested a change to the language of 7108.02 (c) (11) to shorten the interval for dispensing Lucky 7 tickets from electronic dispensing devices from five seconds to two seconds. This would be a benefit to charities with increased play, and bolster state revenue. Ms. DiMarzio added her thanks for the attention to the game operators' comments. Jamie Timbas repeated that he has heard complaints from players about the five second delay. The two second delay would be more efficient and an advantage to players. No other person requested to testify, and Chairman Douglas closed the hearing at 2:36 p.m.

**c. LOT 3000, SPORTS BETTING RULES**

Chairman Douglas called the public hearing for Lot 3000, Sports Betting rules to order at 2:36 p.m. Seeing no one come forward to testify, the hearing was closed.

**2. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES**

Chairman Douglas sought a motion to accept the September 25 meeting minutes. Commissioner Holloway so moved, and was seconded by Commissioner Williams; all in favor, meeting minutes were approved as submitted.

**3. NEW EMPLOYEES**

Deputy Director Lynda Plante introduced new employees in the Product Development team. Ryan Eddy, who has been with Lottery for nearly three years, has moved into the Product Coordinator position. Sydney Ouellette is new to the agency and is the Digital Marketing Coordinator.

**4. FINANCIAL REPORTS**

- a. Chief Financial Officer Jim Duris noted that it was too early for the full financials, but presented the Commission the sales comparison preview for the month. He noted that we are \$3.6 million over this time last year, due to Keno and instant ticket sales. Powerball and Mega Millions, which had a slow start comparatively to this period in FY 2019, have stabilized. Games of Chance are starting to gain momentum after a dip this summer. A system issue caused incorrect reporting of sales for iLottery for the first two months of the fiscal year.
- b. Commissioner Holloway inquired why, according to the State Revenue Focus report, we are behind in our obligation to Education. Mr. Duris observed that Revenue ran their own formula for monthly disbursements because of the Continuing Resolution. We do not believe it is accurate and have our own formula. He will provide a full financial report as soon as we close the books for the month.

**5. SALES AND PRODUCTS**

- a. Director of Product Development and Sales Kelley-Jaye Cleland summarized sales starting with the performance of instant tickets. The sales team is focused on promoting the \$1 and \$2 games, and are encouraged to see that the \$1 sales have increased. Games at \$2 need continued attention and analysis at retailers. The \$10 games are the "new \$5" across the industry, which is negatively impacting the \$5 price point. The \$20 and \$25 games, the latter of which launched one year ago, are expected to sell themselves out by the end of holiday season, but as the \$10 is strong, sales should stay level. New products coming out for the holidays are the 12-scene \$1 Santa Paws, \$2 Holiday Cheer which has an iLottery tie-in promotion; \$5 Light Up the Lottery; and a new \$20 will launch in mid-December. We have a new family of multi-price point launching soon, as well as a new \$25 in January. Finally, we will be participating in the James Bond/007 series that includes a second chance drawings of a trip to Las Vegas and entry into a one-million-dollar prize.
- b. Keno has had several record weeks in gross sales. We are on the ballot in Concord, Dover, Keene, Portsmouth, and Rochester. At the end of October, we will have a state-wide Keno Power Hour promotion where players who wager \$5 on a Keno ticket will receive a \$2 Fast Play ticket free.
- c. Fast Play sales rebounded in September. Players are purchasing the higher-priced games. An upcoming software release will include new and reintroduced games.
- d. iLottery has had ten weeks of one million dollars or more in gross gaming revenue. We recently had our biggest winner to date of \$100 thousand. The New Hampshire team will take part in claims training as more people are coming to Lottery headquarters for their prizes. The new King of Clubs e-Instant game is now outperforming the Queen of Diamonds.
- e. Ryan Sahr confirmed Intralot's upcoming software release and its inclusion of the Fast Play game rotation. They are enhancing the telephone sales at the call center to provide better service to the retail channel.

**6. MARKETING**

- a. Marketing Director Maura McCann provided the holiday graphics for the website, which include several generous offers through the months of November and December. These e-Instant promotions include tie-ins to instants including Holiday Cheer. The popular Jingle All the Way promotion in Megabucks will run December 15 through 25: when players purchase \$6 in Megabucks tickets, they will have a chance to win \$25 cash at retailers. Ads promoting the Keno Power Hour will appear in major newspapers the week before the event; and a postcard campaign to recruit new Keno retailers in ballot cities will go out shortly with an incentive to win \$500. Press for the last few weeks include the response to the Union Leader

editorial demanding disclosure of RFP proposers by Chairman Douglas; and the revised article about a local card room that originally misrepresented the diligence of our audit department.

- b. Lyndlee Hayes of GYK Antler presented highlights from the September media report. Despite the lack of a high jackpot, our website had over a half million sessions and 1.6 million page views. Email and social media are driving traffic to the site; winning numbers and the home page continue to be the most popular, followed by iLottery. The demographic analysis shows that younger visitors are going to iLottery and the older visitors tend to look at traditional lottery pages. September showed record growth in media overall.
- c. Mike Giovinelli presented GYK's new brand concept, Play Your Way. The campaign is designed to promote all the ways Lottery products are available – instant, draw based, Keno, and iLottery – and do so in a fun, lighthearted way. The concept is in the early phases and will be refined over the next few months.


**7. OTHER**


The advertising contract with GYK Antler is in year three, with a two-year extension option soon to be exercised. Ms. McCann noted that GYK does an excellent job supporting Keno and iLottery, which were not in existence when the contract was executed. She requested a motion to exercise the two-year extension with GYK Antler. So moved by Commissioner Holloway, seconded by Commissioner Williams; all in favor, motion carried. This extension will go before Governor and Executive Council for their approval.

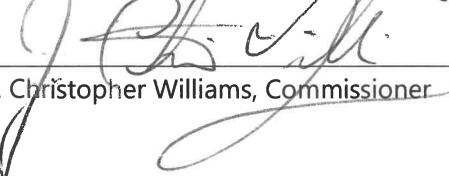
**8. NEXT MEETING**

The next meeting will be on October 22 at 2:30 p.m. at Lottery headquarters.

At 3:20 p.m., Chairman Douglas entertained a motion to adjourn. So moved by Commissioner Holloway, seconded by Commissioner Williams, and meeting adjourned.

  
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Debra Douglas, Chairman

  
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Paul J. Holloway, Commissioner

  
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J. Christopher Williams, Commissioner

Respectfully submitted, Carmela Nolin