

**New Hampshire Lottery Commission**  
**14 Integra Drive, Concord NH**  
**Minutes of Commission Meeting**  
**May 8, 2020 · 10:00 a.m.**

**Commissioners:**

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

**Lottery staff in attendance:**

Charles McIntyre	Katie Brown	Valerie King	Lynda Plante
John Conforti	Jim Duris	Maura McCann	Carmela Nolin

**Others in attendance:**

Kristen Paré, Intralot	Teri Blouin, Dept Admin Services	Travis York, GYK Antler
Ryan Sahr, Intralot	Rich Parsons, RYP	Lyndlee Hayes, GYK Antler
Steve Beck, Intralot	Peter Bragdon, PretiStrategies	Taylor Yianokopolos, GYK Antler
Jason Lisiecki, IWG	Tyler Clark, PretiStrategies	Mike Giovinelli, GYK Antler
Mike Lightman, Cerprien	Jim Rafferty, River Casino	Jan DiMarzio, Manchester Community Bingo
Jeremy Kyzer, Scientific Games	Rick Newman, NHCGOA	

Chairman Douglas called the meeting to order at 10:10 a.m., which was held by Webex teleconference and attended remotely by Commissioners, staff, and guests.

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

Chairman Douglas sought a motion to accept the January 14, 2020 meeting minutes. Commissioner Holloway so moved, and was seconded by Commissioner Williams. All in favor, meeting minutes were approved with one correction.

**2. FINANCIAL REPORTS**

- a. Chief Financial Officer Jim Duris delivered the March financial report (April books have not yet been closed). Overall sales decreased significantly in March compared to the same period in 2019 due to the pandemic and lower Powerball jackpot this year; sales of that game were down \$6.3 million. Comparatively, sales were flat for the month, and year to date sales are behind by \$2.5 million. Though iLottery, instant, and Keno sales have improved year to date, the draw-based game sales are offsetting those gains.
- b. Transfers to Education totaled \$10.3 million for the month, which is down \$1 million compared to last year. Operating Accounts Receivable are \$2.3 million, which is where we expected to be, and marketing expenses are down due to fewer ads in response to the stay at home order.
- c. Sports betting reconciliation issues around promotional expenses and hybrid bets have been sorted out. On a quarterly basis, we will true up our promotional expense: DraftKings' spend on promos doesn't happen on a standard schedule so the quarterly reporting is the best method. Net revenue through the end of March totals \$1.7 million year to date.

**3. SALES AND PRODUCT DEVELOPMENT**

- a. Product Development Director Kelley-Jaye Cleland summarized sales activities in the wake of the stay at home order. A 13% increase in instant ticket sales and relatively strong showing in draw-based games is somewhat unexpected. Keno has dropped down to a fraction of the previous sales due to restaurant and bar closures; any sales there are taking place during take-out orders. A small percentage of Lottery retailers (98) have either ceased or limited their lottery sales for the time being, but other retailers are seeing a marked increase in sales. Players are buying in their communities, so Massachusetts workers quarantined at home are now purchasing in New Hampshire.
- b. iLottery e-Instant sales for the period between March 21 and April 25 were up 92%, with online draw-based game purchases up 39%. In addition, it was our second-best month acquiring new players and first-time depositors. The CRM and acquisition team is doing a phenomenal job of adjusting the launch schedule and doing soft launches to remain sensitive to the lockdown, as well as listening to our players and their concerns.
- c. New instant games have also been launched without the usual promotional support, and they are doing great. Introduced during this period were \$2 and \$10 games, and \$1 and \$5 tickets will go out in two weeks. We hope to get back to a regular launch schedule shortly to get previously announced games out to retailers.

**4. MARKETING**

- a. Maura McCann, Marketing Director, noted that with the stay at home order during the pandemic, we have three distinct marketing plans in action: the original plan, the COVID-19 tact, and the post-COVID strategy. Through social media posts, direct email messaging, and updates on our website, we are trying to get the word to the public that the office is still open and our products are still available.
- b. Ms. McCann applauded the team at GYK Antler for putting Director McIntyre's concept into a television spot. The theme #603PRIDE thanks our retailers and supply chain workers for continuing to service our players through the pandemic. In fact, 94% of our retailers remain open, and the public reception of the ad has been very positive.
- c. Numerous requests for sponsorship have been submitted, including the Keene Swamp Bats, Manchester Fisher Cats, New England Dragway, and New Hampshire Motor Speedway. The Speedway proposal includes the possibility of cross-promotion with DraftKings, and would be a good return on investment.
- d. The Request for Proposals for legal and trademark services has closed and of the four submissions, one was found to be the most qualified and cost-effective. Ms. McCann requested a motion to begin contract proceedings, including a Governor and Council request, with McLane Middleton PA of Manchester, New Hampshire. Commissioner Holloway so moved, seconded by Commissioner Williams. All were in favor and motion carried.

**5. COMPLIANCE**

- a. Valerie King, Director of Racing and Charitable Gaming, sought a motion to adopt Lot 3000 Sports Wagering Rules. Commissioner Holloway so moved, and was seconded by Commissioner Williams. All in favor, motion carried.
- b. Ms. King requested separate motions to submit an objection response for Lot 7000, Bingo Rules; and the objection response for Lot 7100, Lucky 7 Rules to OLS. Commissioner Holloway made the motions on both requests and Commissioner Williams seconded. Both motions passed unanimously, and the objection responses will be submitted for a yet-to-be scheduled JLCAR meeting.
- c. Chief Compliance Officer John Conforti reported that one of our charitable gaming investigators was involved in an automobile accident. Fortunately, there were no injuries, however the agency vehicle must be replaced.


**6. OTHER**

- a. Director McIntyre announced that we have been approved by Governor and Executive Council to move ahead with contracts with Instant Win Gaming (IWG) of London, England, and NeoPollard of Lansing, Michigan, to provide additional e-Instant games to iLottery. IWG is working to integrate onto the NeoPollard platform and all seems to be progressing smoothly.
- b. Travis York of GYK Antler affirmed Ms. McCann's report that GYK is responding to the unusual pandemic advertising needs; but are looking ahead to make sure that they are ready with a new strategy as normal business returns.

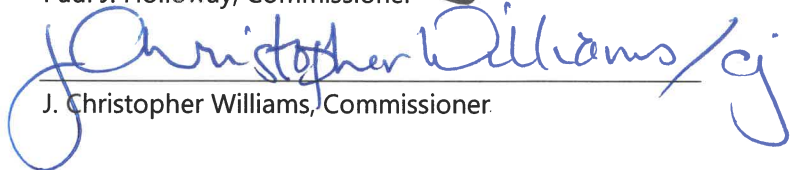
**7. NEXT MEETING**

The next meeting will be held on June 25 at 11:00 a.m. in Concord, with limited personal attendance.

Chairman Douglas requested a motion to adjourn, which was made by Commissioner Holloway and seconded by Commissioner Williams. All in favor, motion carried and the meeting was adjourned at 11:00 a.m.

  
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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