

**Maine State Liquor and Lottery Commission**  
**Minutes of Meeting**  
**Tuesday January 9, 2024**  
**Virtual component using Zoom**

Call to Order:

Commission Chair Fitzgerald called the meeting to order at 10:00 A.M.

Roll Call

Commissioners in Attendance: Elizabeth Fitzgerald, Julie Sheehan, John Schneck, Kim Monaghan, and Stacey Fitts

BABLO/DAFS Staff in attendance: Michael Boardman, Acting Director; Tracy Willett (acted as Clerk of the Board), Acting Deputy Director Liquor; Lisa Rodrigue, Lottery Marketing Manager; Daniel Meaney, Lottery Games Manager; Philip Mantis, Attorney General's Office; Terrance Meehan, Financial Analyst

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons, Nick Alberding, and Tammy Tyler

Scientific Games in attendance (Lottery portion only): Darrell Frecker and Greta Larson

Fuseideas in attendance (Lottery portion only): Steve Mason and Renee Loring

Others in attendance:

Spirits portion only: David Hall, Rob Andreasen, Jeffrey Colpo, Phil Zimolzak, and Zach Redmann, Southern Glazer's; Gary Duncklee, RNDC; Tim Blue, Ken Grant, Roopers; Steve Chapman, MS Walker, Christine Cummings, MGFPA; Kurt Ciechon and Sonia Statires, Stone Fence Beverage; Michael Meier and Cathy Sullivan, RSVP; Donald Damon, Damon's Beverage; Robert Schule

Lottery portion only: Ron Miguel

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the December 12, 2023, meeting be approved. A motion was made by Commissioner Schneck to accept the minutes; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**Liquor Operations:**

- Acting Director Michael Boardman reported that the Spirits RFP has been issued. Acting Director Michael Boardman provided a staffing update. He reported that BABLO has hired a new Office Associate II who will be working directly with Tracy Willett. There are still some new Liquor Inspector positions that need to be filled. Acting Director Michael Boardman reported that he attended the NABCA Board of Directors Meeting the week of January 3-7, 2024. Acting Director Michael Boardman reported that there were a couple of bills coming up in the Legislature. One of the bills is related to the Spirits Operations pricing formula.

- Acting Director Michael Boardman reported on December 2023 sales as follows:
  - Sales report for December:
    - Shipping days: 20 TY vs. 21 LY
    - Cases sold were 125,884 TY vs. 131,798; -4.49%
  - Dollar Sales were \$22,019,327 TY vs. \$22,579,706 LY; -2.48%
    - Bailment collected: \$249,154
    - Depletion allowances: \$1,181,254
  - Sales report for YTD:
    - Cases sold were: 764,062 TY vs. 778,677 LY; -1.88%
    - Dollar Sales were: \$131,292,910 TY vs. 130,245,019 LY; +0.80%
    - Shipping days: 128 TY vs. 129 LY
  
- Spirits Financial Activity - FY 2024
- Spirits Operating Profits - FY 2024
- Spirits Profits Transfers - FY 2024
  
- Acting Deputy Director Tracy Willett reported the following sales and profit reports (sales and profit reports attached to the minutes):
  - Sales comparisons by County for Maine
  - Top 25 Agents in 3 Month Case Sales Increase
  - Maine Luxury Spirits 3 Month Trend

**New Business:**           None

**Old Business:**           None

**New Product Listings:**

- Acting Deputy Director Tracy Willett presented twenty-three (23) new product listings for January 2024. A motion was made by Commissioner Fitts to approve all the items presented for listing; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (New product listings distributed and attached to the minutes.)

**Label/Package Changes:**

- Acting Deputy Director Tracy Willett presented six (6) label/package changes for January 2024. A motion was made by Commissioner Schneck to accept the label/package changes as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Label/package changes distributed and attached to the minutes.)

**Value Added Packs:**

Acting Deputy Director Tracy Willett presented one (1) VAP/Seasonal listings for January 2024. A motion was made by Commissioner Schneck to accept the label/package change as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (VAP/Seasonal listings distributed and attached to the minutes.)

**Rebates:**

- Acting Deputy Director Tracy Willett presented nineteen (19) rebates/coupons for January 2024. These rebates/coupons were standard in nature. A motion was made by Commissioner Schneck to accept these rebates/coupons; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Rebates/coupons distributed and attached to the minutes.)

**Pine State Spirits:**

- Sheila Gibbons reported on the following:
  - LET'S GET COZY – Cabin-ready recipes
  - December App Content Trends
  - December 2023 Top Ads
  - December 2023 Social Performance
  - December 2023 Top Social Posts
  - December 2023 Email Marketing
  - Maine Spirits App – Launched January 2018, Total Downloads – 120,832; New Downloads for December – 1,494
  - December 2023 Push Notification Results

**Other Business:** None

**Public Comments:** None

The next Commission meeting is scheduled for Tuesday, February 13, at 10:00 a.m. The March 2024 meeting is tentatively scheduled for March 12, 2024, at 10:00 a.m.

**Lottery Operations:**

Acting Director Michael Boardman provided some staffing updates. The Lottery Field Supervisor retired. An Office Associate position has been posted. There are two positions in the process of being posted: a Warehouse position and a Marketing position. Acting Director Michael Boardman provided an update about the upcoming Cash Pop game. Acting Director Michael Boardman reported that he anticipates the Lucky for Life game will be changing. If the change is made, Lucky for Life and Cash for Life will both be replaced with a new single version game. The prize for the new game would change from one thousand dollars a day for life to one million dollars a year for life. Maine Lottery is also working on a multi-jurisdictional progressive Fast Play game. This game would include multiple states. The Mega millions game will be changing in spring 2025. They are working to change that game to a five-dollar price point as well as other changes.

Acting Director Michael Boardman reported on YTD (through December 30, 2023) sales as follows:

- Draw Sales FY24 \$50,085,990; +\$3,904,954 or +8.46%
- Fast Play Sales FY24 \$7,472,053; -\$189,006 or -2.47%
- Instant Game Sales FY24 \$171,644,354 +\$6,626,558 or +4.02%
- Total Combined Sales FY24 \$229,202,397 +10,342,506 or +4.73
  
- Lottery Profit Transfer to General Fund
  - December Actual FY24 \$10,519,423 +4,387,347 to Budget +71.55%
  - YTD Actual FY24 \$39,843,976; +\$6,730,768 to Budget +20.33%
  
- Profit Transfer to Outdoor Heritage Fund
  - December Actual FY24 \$170,863 +93,940 to Budget +122.12%
  - YTD Actual FY24 \$803,949; +\$388,566 to Budget +93.54%

(Fiscal Year Comparison and Monthly Profit Report attached to minutes)

**New Business:** None

**Old Business:** None

**Approval of New Games:**

- Marketing Manager Lisa Rodrigue presented three (3) new game for approval.
  - (\$2) Baseball
  - (\$10) CASH DOUBLE DOUBLER
  - (\$20) ROYAL CASH

A motion was made by Commissioner Schneck to accept these game as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Games attached to the minutes.)

**Report on Tri-State Activities:**

- Commissioner Sheehan reported that the next Tri-State meeting will be February 9, 2024. Marketing Manager Lisa Rodrigue reported that a call was held with Tri-State on January 4, 2024, where Scientific Games presented the Game of Thrones instant ticket.

**Scientific Games:**

- Darrell Frecker provided a brief update. He reported that 2023 was about twenty-two million dollars better in sales compared to 2022. Instant tickets alone went from three hundred and nine million to three hundred twenty-four million. Total sales went from three hundred and ninety-eight million to four hundred and twenty million. He reported that the instants, draw, and fast play all increased year over year.

- Greta Larson presented the new fast-play ticket based on Maine Lottery's 50<sup>th</sup> anniversary that will come out February 4, 2024. Greta reported that the RewardME first tickets entered was up 3% in 2023 compared to 2022. She reported that the first tickets entered in 2022 were Powerball, Mega Millions, Megabucks, Big County Cash, Living Lucky with Luke Combs, and The Price is Right. The first tickets entered in 2023, were Powerball, Mega Millions, Megabucks, Ultimate Dash, Living Lucky with Luke Combs, and Maine Crossword. Greta provided the following Reindeer Run update:
  - Reindeer Run tickets entered for fourteen out of fifteen weeks:
    - Up +0.1% over 2022
    - Up +32.3 over 2021
    - Up +11% over 2020

Greta reported that the Jackpot Party second chance promotion began January 8, 2024. This promotion will run through the end of February.

**Fuseideas:**

- Steve Mason reported that throughout the month of December they were fully on to the Holiday campaign and the Reindeer Run promotion. They had a strong presence on television with their second chance owl spot. In January they are advertising to support Tri-State Megabucks. Next, they will shift over to Jackpot Party.

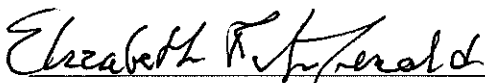
**Other Business:** None

**Public Comment:** None

**Adjournment:**

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There being no further business Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Monaghan. The roll was called, and the motion carried unanimously. The meeting adjourned at 11:30 a.m.



Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission



Michael Boardman, Acting Director  
Bureau of Alcoholic Beverages & Lottery Operations