

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday June 13, 2023
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, and Kimberly Monaghan

BABLO/DAFS Staff in attendance: Tracy Willett, Acting Deputy Director Liquor; Lisa Rodrigue, Lottery Marketing Manager; Daniel Meaney, Lottery Games Manager; Philip Mantis, Attorney General's Office; Terrance Meehan, Financial Analyst; and Julie Waller, Clerk of the Commission

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons, Adam Victor, Nick Sanborn, and Don Potter

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

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

Others in attendance:

Spirits portion only: David Hall, Scott Ramsey, and Rob Andreasen; Southern Glazer's; Gary Duncklee, RNDC; Matthew Tabenken, Sazerac; Patrick Murphy, Martignetti; Caitlin Murphy, HPM Associates; Jody Reese, Stone Fence Beverage; Seth Ferris, MS Walker; Bob Barton, Ruby Wines; Dean Nowell, Bow Street; Jesse St. Laurent, Roopers; Dave Makson, Damon's Beverage; Michael Meier and Cathy Sullivan, RSVP

Lottery portion only: Ron Miguel and Carla Schaefer

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the May 9, 2023, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously

Liquor Operations:

Acting Deputy Director Tracy Willett provided information regarding the NABCA conference that she attended in May. She also provided an update regarding the RFP process as well as the modernization project. The FY24 budget was discussed.

Acting Deputy Director Tracy Willett reported on May 2023 sales as follows:

- Sales report for May:

- Shipping days: 23 TY vs. 22 LY
- Cases sold were 129,005 TY vs. 123,249 LY; +4.67%
- Dollar Sales were \$21,894,962 TY vs. \$20,146,154 LY; +8.68%
 - Bailment collected: \$249,494
 - Depletion allowances: \$761,583
- Sales report for YTD:
 - Cases sold were; 1,321,006 TY vs. 1,319,874 LY; +0.09%
 - Dollar Sales were: 221,402,312 TY vs. \$210,020,783 LY; +5.42%
 - Shipping days: 237 TY vs. 237 LY

Acting Deputy Director Tracy Willett reported on the following sales and profit reports (sale and profit reports attached to the minutes):

- Maine Spirits Business Activity for May 2023
- Budget to Actual Financial Performance
- Sales comparisons by County for Maine
- Top 25 Agents in 3 Month Case Sales Increase

New Business: None

Old Business: Commissioner Sheehan raised the topic of addressing the Governor's office regarding the vacancy of the Director position. Commissioner Fitzgerald intends to reach out to the Governor's office.

New Product Listings:

- Acting Deputy Director Tracy Willett presented seventy-four (74) new product listings for June 2023. A motion was made by Commissioner Sheehan 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 twelve (12) label/package changes for June 2023. A motion was made by Commissioner Sheehan to accept the label/package changes as presented; the motion was seconded by Commissioner Schneck. 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 three (3) VAP/Seasonal listings for June 2023. A motion was made by Commissioner Sheehan to accept the label/package changes as presented; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (VAP/Seasonal listings distributed and attached to the minutes.)

Quarterly Price Adjustments:

Acting Deputy Director Tracy Willett presented two hundred and twenty-nine (229) price adjustments for quarterly price changes. A motion was made by Commissioner Sheehan to accept the price changes; the motion seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Quarterly price changes attached to the minutes)

Delisted Items:

Acting Deputy Director Tracy Willett presented forty-two (42) items for delisting. A motion was made by Commissioner Sheehan to approve the items for delisting. Motion was seconded by Commissioner Schneck and the motion passed unanimously. (Delisted Items attached to the minutes)

Rebates:

- Acting Deputy Director Tracy Willett presented fifteen (15) rebates/coupons for June 2023. These rebates/coupons were standard in nature. A motion was made by Commissioner Sheehan to accept these rebates/coupons; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Rebate/coupons distributed and attached to the minutes.)

Pine State Spirits:

- Sheila Gibbons reported on the following:
 - June POS Rack Art
 - Summer Copy & Creative- Facebook / Instagram
 - Summer Copy & Creative- Pinterest
 - Summer Copy & Creative- Native
 - May App Content Trends
 - May 2023 Top Ads
 - Facebook May 2023 Performance
 - Top Facebook Posts in May 2023
 - Instagram May 2023 Performance
 - May 2023 - Top Instagram Posts (by Likes/Reactions)
 - May 2023 Email Marketing
 - May 2023 In The Know
 - May 2023 Blogs
 - Maine Spirits App – Launched January 2018, Total Downloads – 109,129; New Downloads for May - 1640
 - May 2023 Push Notification Results
 - May TikTok
 - Maine Spirits Spring Trade Show on Tuesday, May 16, was a successful event.

Other Business: None

Public Comments: None

Lottery Operations:

Lottery Marketing Manager Lisa Rodrigue announced that the new \$30 game has been released.

Lottery Marketing Manager Lisa Rodrigue reported on YTD (through June 2, 2023) sales as follows:

- Draw Sales FY23 \$75,276,671; +\$16,248,592 or +27.53%
- Fast Play Sales FY23 \$12,929,150; +\$1,317,829 or +11.35%
- Instant Game Sales FY23 \$299,402,859 +\$5,992,810 or +2.04%
- Total Combined Sales FY23 \$387,608,680 +\$23,559,231 or +6.47

Financial Analyst Terrance Meehan reported on Lottery Profit Transfer to General Fund and the Profit Transfer to Outdoor Heritage Fund.

- Lottery Profit Transfer to General Fund
 - May Actual FY23 \$6,231,137; +1,115,752 to Budget +21.81%
 - YTD Actual FY23 \$66,616,886; +\$5,232,267 to Budget +8.52%
- Profit Transfer to Outdoor Heritage Fund
 - May Actual FY23 \$79,279 +17,741 to Budget +28.83%
 - YTD Actual FY23 \$936,381; +\$197,123 to Budget +26.80%

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

Lottery Marketing Manager Lisa Rodrigue provided a personnel update that David Wilson has been hired as the new Customer Service Manager for Lottery Operations. Mr. Wilson formerly held the position of Security & Operations Specialist for Lottery Operations. Accounting Associate Jennifer Norton resigned. The vacancy for that position has been posted. Chapter 11 rulemaking process is currently within the thirty-day comment period. The current gaming system contract ends June 30, 2025. An RFI has been put out for this process. Interim Director Boardman met with Terrence Meehan regarding the FY24 work program budget.

New Business: None

Old Business: None

Approval of New Games:

- Marketing Specialist Lisa Rodrigue presented TWO (2) new game for approval.
 - (\$5) CROSSWORD
 - (\$5) CASH PLUS

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Schneck. 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:

- Carla Schaefer, VP of Responsible Gaming at Scientific Games did a presentation regarding their Healthy Play message.

Scientific Games:

- Greta Larson provided an update regarding the Price is Right promotion. The Sizzling Summer promotion began on June 1, 2023. She also provided an update regarding the Gimme 5 promotion.

Fuseideas:

- Marketing Specialist Lisa Rodrigue talked about the Powerball promotion currently running on TV. She also mentioned they are working on Cash Pop.

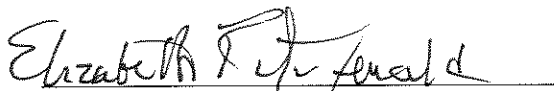
Other Business: None

Public Comment: None

Adjournment:

The next Commission meeting is scheduled for Tuesday, July 11, 2023, at 10:00 a.m.
The August 2023 meeting is tentatively scheduled for August 8, 2023, at 10:00 a.m.

There being no further business Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Schneck. The roll was called, and the motion carried unanimously. The meeting adjourned at 12:10 p.m.


Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission


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