

**Maine State Liquor and Lottery Commission**  
**Minutes of Meeting**  
**Tuesday August 8, 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 Stacey Fitts

BABLO/DAFS Staff in attendance: Michael Boardman, Interim Director; 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, Don Potter, Terry Goddard, and Tammy Tyler.

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

Fuseideas in attendance (Lottery portion only): Renee Loring and Anna McDonnough

Others in attendance:

Spirits portion only: David Hall, Southern Glazer's; Gary Duncklee, RNDC; Caitlin Murphy, Luxco, Inc.; Seth Ferris, MS Walker; Bob Barton, Ruby Wines; Kurt Ciechon, Stone Fence Beverage; Distilled Spirits Council; Dave Makson, Damon's Beverage; Winn Atkins, Sazerac; Lynn Chadwick, Doom Forest Distillery

Lottery portion only: C. Dennett

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the July 11, 2023, meeting be approved. A motion was made by Commissioner Sheehan 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:**

- Interim Director Boardman reported on July 2023 sales as follows:
  - Sales report for July:
    - Shipping days: 21 TY vs. 21 LY
    - Cases sold were 141,531 TY vs. 144,345 LY; - 1.95%
  - Dollar Sales were \$23,799,200 TY vs. \$23,437,962 LY; +1.54%
    - Bailment collected: \$297,498

- Depletion allowances: \$1,478,119
- Sales report for YTD:
  - Cases sold were; 141,531 TY vs. 144,345 LY; -1.95%
  - Dollar Sales were: \$23,799,200 TY vs. 23,437,962 LY; +1.54%
  - Shipping days: 21 TY vs. 21 LY
- Interim Director Boardman reported the following sales and profit reports (sales and profit reports attached to the minutes):
  - Maine Spirits Business Activity for July 2023
  - Budget to Actual Financial Performance
- Acting Deputy Director Tracy Willett reported on the following sales reports (sales reports attached to the minutes):
  - Sales comparisons by County for Maine
  - Top 25 Agents in 3 Month Case Sales Increase

**New Business:** None

**Old Business:** None

**New Product Listings:**

- Acting Deputy Director Tracy Willett presented forty-two (42) new product listings for August 2023. A motion was made by Commissioner Schneck to approve all the items presented for listing; the motion was seconded by Commissioner Sheehan. 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 ten (10) label/package changes for August 2023. A motion was made by Commissioner Schneck to accept the label/package changes as presented; the motion was seconded by Commissioner Fitts. 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 twenty-five (25) VAP/Seasonal listings for August 2023. A motion was made by Commissioner Schneck to accept the label/package change as presented; the motion was seconded by Commissioner Sheehan. 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 thirty-three (33) rebates/coupons for August 2023. 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 Sheehan. 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:
  - July App Content Trends
  - July 2023 Top Ads
  - Facebook July 2023 Performance
  - Top Facebook Posts in July 2023
  - Instagram July 2023 Performance
  - July 2023 - Top Instagram Posts (by Likes/Reactions)
  - July 2023 Email Marketing
  - July 2023 In The Know
  - July 2023 Blogs
  - Maine Spirits App – Launched January 2018, Total Downloads – 112,414; New Downloads for July – 1,383
  - July 2023 Push Notification Results
  - July TikTok
  - July Sweepstakes
  - A quick note on industry benchmarks and why we created our own to evaluate performance
  - Maine Spirits July-September Ad

**Other Business:** None

**Public Comments:** None



## Lottery Operations:

Interim Director Michael Boardman reported on YTD (through July, 2023) sales as follows:

- Draw Sales FY24 \$11,881,859; +\$503,054 or +4.42%
- Fast Play Sales FY24 \$1,120,344; -\$107,568 or -8.76%
- Instant Game Sales FY24 \$34,799,244 +\$4,402,437 or +14.48%
- Total Combined Sales FY24 \$47,801,447 +\$4,797,923 or +11.16%
  
- Lottery Profit Transfer to General Fund
  - July Actual FY24 \$9,806,382 +3,674,306 to Budget +59.92%
  - YTD Actual FY24 \$9,806,382; +\$3,674,306 to Budget +59.92%
  
- Profit Transfer to Outdoor Heritage Fund
  - July Actual FY24 \$153,382 +76,459 to Budget +99.40%
  - YTD Actual FY24 \$153,382; +\$76,459 to Budget +99.40%

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

### **New Business:** Rulemaking

The Maine Lottery will be selling a new game called "Cash Pop". These rules will govern the game and establish the rules for which the game is played, retailers are compensated, costs to play, prize amounts and all other requirements of the game. The Cash Pop game will be drawn five (5) times per day seven (7) days per week and offer prizes up to \$2,500. The game will be sold at all licensed retailers in Maine.

Copies of the rules are available by contacting the Maine Bureau of Alcoholic Beverages and Lottery Operations, 8 State House Station, Augusta, Maine 04333-0008.

Commissioner Schneck made a motion that the Commission approve the Basis Statement as presented for the draw game called Cash Pop and directs Interim Director Boardman to proceed with the rulemaking process. The motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

### **Old Business:** None

### **Approval of New Games:**

- Marketing Specialist Lisa Rodrigue presented ONE (1) new game for approval.
  - (\$2) LUCKY 13

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

### **Report on Tri-State Activities:**

- Commissioner Sheehan reported that the next Tri-State meeting is scheduled for August 18, 2023.

## Scientific Games:

- Darrel Frecker reported that twenty-six debit/credit vending machines have been installed mostly in the Augusta to Brunswick area. They are doing approximately five installs a day. They are now preparing for the Megabucks release in September. The first draw will be Monday, September 18, 2023. Following that they will be working on the Cash Pop game. Greta Larson gave a summary of the loyalty side for FY23. Greta reported on current and upcoming loyalty promotions and multipliers. The Tri-State Ultimate Wearhouse Dash ticket launched on July 27, 2023. They have a great multiplier of three times the points on three-dollar instant tickets. There is an upcoming New England Patriots second chance promotion in October. On the system side for promotions, there is a Lotto America systems promotion coming up from August 13 – August 26, 2023. They are doing a systems promotion for Megabucks from September 17 – September 30, 2023, to support the rebranding of Megabucks.

## Fuseideas:

Anna McDonnough presented the TV spot for the Ultimate Dash that is currently running now through August. Anna reported that for September they are working on TV and radio for the Powerball New Years Eve promotion. Anna stated there is a shoot for a TV spot this week. This spot will be for the Megabucks launch coming up in mid-September.

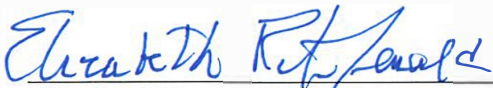
**Other Business:** None

**Public Comment:** None

## Adjournment:

The next Commission meeting is scheduled for Tuesday, September 12, 2023, at 10:00 a.m.  
The October 2023 meeting is tentatively scheduled for October 10, 2023, at 10:00 a.m.

There being no further business Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Fitts. The roll was called, and the motion carried unanimously. The meeting adjourned at 11:40 a.m.



Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission



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