

**Maine State Liquor and Lottery Commission**  
**Minutes of Meeting**  
**Tuesday September 12, 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, Kim Monaghan, and Stacey Fitts

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, 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): Steve Mason

Others in attendance: Senator Craig Hickman

Spirits portion only: David Hall, Scott Ramsey, Rob Andreasen, and Zach Redmann, Southern Glazer's; Gary Dunklee and Shannon Guilmet, RNDC; Tim Blue and Mike Dyer, Roopers; Dean Nowell, Bow Street; Caitlin Murphy, Luxco, Inc.; Seth Ferris, MS Walker; Bob Barton, Ruby Wines; Kurt Ciechon, Stone Fence Beverage; Donald Damon, Damon's Beverage; Cathy Sullivan, RSVP; Jordan Milne, Hardshore Distilling Company; Christine Cummings, MGFPA; Borys Khudomaka, Global Spirits USA LLC

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the August 8, 2023, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**Liquor Operations:**

- Acting Deputy Director Tracy Willett reported on August 2023 sales as follows:
  - Sales report for August:
    - Shipping days: 23 TY vs. 23 LY
    - Cases sold were 154,261 TY vs. 155,152 LY; -0.57%
  - Dollar Sales were \$25,841,153 TY vs. \$25,146,365 LY; +2.76%
    - Bailment collected: \$273,749

- Depletion allowances: \$1,753,551
- Sales report for YTD:
  - Cases sold were; 295,792 TY vs. 299,497 LY; -1.24%
  - Dollar Sales were: \$49,640,353 TY vs. 48,584,327 LY; +2.17%
  - Shipping days: 44 TY vs. 44 LY
- Acting Deputy Director Tracy Willett reported the following sales and profit reports (sales and profit reports attached to the minutes):
  - Maine Spirits Business Activity for August 2023
  - Sales comparisons by County for Maine
  - Top 25 Agents in 3 Month Case Sales Increase
  - Budget to Actual Financial Performance

**New Business:** None

**Old Business:** None

**New Product Listings:**

- Acting Deputy Director Tracy Willett presented one hundred and thirteen (113) new product listings for September 2023. A motion was made by Commissioner Sheehan to approve all the items presented for listing; the motion was seconded by Commissioner Fitts. 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 eleven (11) label/package changes for September 2023. A motion was made by Commissioner Fitts to accept the label/package changes as presented; the motion was seconded by Commissioner Sheehan. 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 two (2) VAP/Seasonal listings for September 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.)

**Quarterly Price Adjustments:**

Acting Deputy Director Tracy Willett presented one hundred and thirty-eight (138) price adjustments for quarterly price changes. A motion was made by Commissioner Schneck to accept the price changes; the motion seconded by Commissioner Monaghan. 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 eighty-three (83) 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 thirteen (13) rebates/coupons for September 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 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:
  - Simply Fall – Easy food and drink recipes.
  - Fall Rack Art
  - August App Content Trends
  - August 2023 Top Ads
  - Facebook August 2023 Performance
  - Top Facebook Posts in August 2023
  - Instagram August 2023 Performance
  - August 2023 - Top Instagram Posts (by Likes/Reactions)
  - August 2023 Email Marketing
  - August 2023 In The Know Refresh
  - Maine Spirits Newsletter
  - August 2023 Blogs
  - Maine Spirits App – Launched January 2018, Total Downloads – 114,039; New Downloads for July – 1,625
  - August 2023 Push Notification Results
  - August TikTok
  - August Sweepstakes

**Other Business:** None

**Public Comments:** None

The next Commission meeting is scheduled for Tuesday, October 10, at 10:00 a.m.  
The November 2023 meeting is tentatively scheduled for November 14, 2023, at 10:00 a.m.

## Lottery Operations:

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

- Draw Sales FY24 \$21,894,553; +\$4,981,920 or +29.46%
- Fast Play Sales FY24 \$2,291,018; -\$211,037 or -8.43%
- Instant Game Sales FY24 \$63,629,748 +\$1,449,009 or +2.33%
- Total Combined Sales FY24 \$87,815,319 +\$6,219,892 or +7.62

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

- Lottery Profit Transfer to General Fund
  - August Actual FY24 \$5,183,984 +278,324 to Budget +5.67%
  - YTD Actual FY24 \$14,990,365; +\$3,952,629 to Budget +35.81%
- Profit Transfer to Outdoor Heritage Fund
  - August Actual FY24 \$125,007 +63,469 to Budget +103.14%
  - YTD Actual FY24 \$278,389; +\$139,928 to Budget +101.06%

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

**New Business:** Marketing Manager Lisa Rodrigue provided an update regarding Lottery Operations staff. She reported that the July Lucky for Life winner came into Lottery Operations to claim the ticket on September 11, 2023. She also reported that the third Megabucks draw begins Monday September 18, 2023.

**Old Business:** None

## Approval of New Games:

- Marketing Manager Lisa Rodrigue presented SEVEN (7) new game for approval.
  - (\$1) HOLIDAY \$100s
  - (\$2) HOLIDAY \$200s
  - (\$5) HOLIDAY \$500s
  - (\$2) PHARAOH'S FORTUNE
  - (\$5) HIGH ROLLER
  - (\$5) BONUS 5
  - (\$10) \$50 OR \$100

A motion was made by Commissioner Sheehan to accept these game 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:**

- Commissioner Sheehan reported that the Tri-State meeting was held on August 18, 2023. She provided an update regarding the accounting system transition from Vermont to New Hampshire. Marketing Manager Lisa Rodrigue reported that the Wearhouse Dash Tri-State instant ticket has launched in all three states. The Dash event will be in Portland Maine at Thompson's Point fall 2024. The next Tri-State ticket is in development. This ticket will likely be launched spring 2024. The next Tri-State meeting is scheduled in November.

### **Scientific Games:**

- Darrel Frecker provided an update regarding the vending machines and the retrofits they are doing to them. Currently 175 of the 250 machines are completed. The estimated completion date is September 21, 2023. He reported on the Megabucks game which will be changing this weekend. The first draw for the new draw pattern will be Monday September 18, 2023. He reported that Cash Pop will be replacing World Poker Tour. Four Fast Play games will be released October 15, 2023. Additionally, three Holiday games will be released November 5, 2023.
- Greta Larson reported a systems promotion will run September 17, 2023, through September 30, 2023, for the Tri-State Megabucks new draw day launch. This will be complimented by a social media giveaway which will run September 18, 2023, to October 15, 2023. Powerball first millionaire of the year began on September 1, 2023, and ends on September 30, 2023. This year the Reindeer Run promotion will run again. The Patriots promotion will run October 1, 2023, through October 30, 2023.

### **Fuseideas:**

- Steve Mason reported during the month of August they supported the Tri-State Ultimate Dash promotion. The first of September they switched to Powerball first millionaire of the year (2024). This will continue throughout the month. On September 18, 2023, they will be launching the new Megabucks campaign. This will continue into the middle of October. In October, they will support the Patriots promotion and in November and December the support will be on the Reindeer Run holiday promotion. They have been preparing for the upcoming launch of Cash Pop. There is a player event on October 21, 2023 at the Augusta Civic Center. This is part of the second chance drawing for the Price is Right instant ticket game. They have big things brewing for 2024 as it is the 50<sup>th</sup> anniversary of the Maine Lottery. Steve shared the Tri-State Megabucks TV spot.

**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 Fitts. The roll was called, and the motion carried unanimously. The meeting adjourned at 11:45 a.m.



Elizabeth Fitzgerald, Chair

Maine State Liquor & Lottery Commission



Michael Boardman, Acting Director

Bureau of Alcoholic Beverages & Lottery Operations