

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, November 8, 2022
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, Stacey Fitts, and Kimberly Monaghan

BABLO/DAFS Staff in attendance: Director Gregg Mineo, Tracy Willett, Spirits Operations Manager,(Spirits portion only), Deputy Director Michael Boardman, Lisa Rodrigue, Lottery Marketing Specialist, (Lottery portion only), Julie Waller, Clerk of the Commission, Terrence Meehan, and Philip Mantis, Attorney General's Office

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

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

Fuseideas in attendance (Lottery portion only): Steve Mason

Others in attendance:

Spirits portion only: Rob Andreasen, David Hall, Zach Redman, Southern Glazer's; Gary Duncklee, Horizon Beverage; Seth Ferris, MS Walker; Patrick Murphy, Martignetti; Caitlin Murphy, HPM Associates; Bob Barton, Perfecta Wine; Dave Makson, Damon's Beverage; Keith McGee, Market Basket; Justine Kablack, Luce Spirits; Ned Wight, New England Distilling; Matthew Tabenken, Sazerac; Sonia Statires, Stone Fence Beverage; Kurt Ciechon, Stone Fence Beverage; and Christine Cummings, MGFPA

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the October 11, 2022, meeting be approved. A motion was made by Commissioner Schneck to accept the minutes; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Director Mineo reported on October 2022 sales as follows:

- Sales report for October:
 - Shipping days: 21 TY vs. 21 LY
 - Cases sold were 109,488 TY vs. 110,441 LY; -.086 %
 - Dollar Sales were \$18,759,726 TY vs. \$17,682,593 LY; +6.09%
 - Bailment collected: \$263,242
 - Depletion allowances: \$932,349

Sales report for YTD:

- Cases sold were 533,847 TY vs. 530,131 LY; + .70 %
- Dollar Sales were \$87,858,627 TY vs. \$82,247,721 LY; +6.82%
- Shipping days: 87 TY vs. 87 LY

Director Mineo also reviewed the following sales and profit reports (sale and profit reports attached to the minutes):

- Maine Spirits Business Activity for October 2022
- Sales comparisons by County for Maine
- NH 1ST Quarter 2023 Comparison
- Top 25 Agents in 3 Month Case Sales
- Budget to Actual Financial Performance

Keith McGee of Market Basket, the Agent Spotlight for November, spoke on behalf of his business.

New Business: None

Old Business: None

New Product Listings:

Spirits Operations Manager Tracy Willett presented forty-two (42) new product listings for November 2022. 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:

There were no label changes for November.

Value Added Packs:

Spirits Operations Manager Tracy Willett presented five (5) VAP/Seasonal listings for October 2022. A motion was made by Commissioner Schneck 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. (VAP/Seasonal listings distributed and attached to the minutes.)

Rebates:

Spirits Operations Manager Tracy Willett presented one (1) rebate/coupon for November 2022. This rebate/coupon was standard in nature. A motion was made by Commissioner Schneck to accept this rebate/coupon; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Rebate/coupon distributed and attached to the minutes.)

Pine State Spirits:

Sheila Gibbons reported on the following:

- Holiday campaign, featuring holiday cocktail and food recipes.
- October App content trends and October top ads.
- Facebook, Instagram and Tik-Tok Statistics and posts for October.
- Email Marketing for October, with 15,781 subscribers and an open rate average of 33%.
- Maine Spirits App launched January 2018; Total downloads is 97,743. New downloads is 1,357.

Other Business: None

Public Comments: None

Lottery Operations:

Director Mineo reported on YTD (through October 29) sales as follows:

- Draw Sales FY23 \$27,823,177; +\$5,228,623 or +23.14%
- Fast Play Sales FY23 \$4,797,848; +\$310,384 or +6.92%
- Instant Game Sales FY23 \$108,741,966; -\$1,679,520 or -1.52%
- Total Combined Sales FY23 \$141,362,991; +\$3,859,487 or +2.81%

- Lottery Profit Transfer to General Fund
 - October Actual FY23 \$6,675,164; +\$905,933 to Budget +15.70%
 - YTD Actual FY23 \$24,050,275; +\$3,281,043 to Budget +15.80%

- Profit Transfer to Outdoor Heritage Fund
 - October Actual FY23 \$159,481; +\$82,558 to Budget +107.32%
 - YTD Actual FY23 \$451,881; +174,959 to Budget +63.18%

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

New Business: None

Old Business: None

Approval of New Games:

Lottery Marketing Specialist Lisa Rodrigue presented two (2) new games for approval.

- (\$5) CASH BACK
- (\$5) \$60,000 CASHWORD

A motion was made by Commissioner Schneck to accept all games as presented; the motion was seconded by Commissioner Sheehan. 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 on the Tri-State Commission Meeting that was held on November 3 and 4, 2022 in Burlington, Vermont.

Scientific Games:

- No Report

Fuseideas:

- No Report

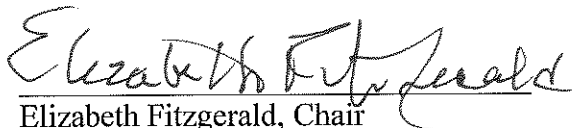
Other Business: None

Public Comment: None

Adjournment:

The next Commission meeting is scheduled for Tuesday, December 13, 2022 at 10:00 a.m.
The January 2023 meeting is tentatively scheduled for Tuesday, January 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 Sheehan. The meeting adjourned at 12:10 p.m.


Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission



Gregory Mineo, Director
Bureau of Alcoholic Beverages & Lottery Operations