

**Maine State Liquor and Lottery Commission**  
**Minutes of Meeting**  
**Tuesday December 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: Michael Boardman, Acting 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, and Don Potter

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

Fuseideas in attendance (Lottery portion only): Steve Mason, Anna McDonough, Renee Loring

**Others in attendance:**

Spirits portion only: David Hall, Rob Andreasen, and Jeff Auprey, Southern Glazer's; Gary Duncklee, RNDC; Patrick Murphy, Martignetti; Ian Michaud, Liquid Riot; Tim Blue, Ken Grant, and Mike Dyer, Roopers; Dean Nowell, Bow Street; Seth Ferris, MS Walker

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the November 14, 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 Director Michael Boardman reported that the RFP is in the final stages of approval. Acting Director Michael Boardman provided a personnel update. Acting Director Michael Boardman reported that the modernization project is moving along well on schedule. Acting Director Michael Boardman reported that the tasting event was a great show that went extremely well. Acting Director Michael Boardman reported he is waiting to receive the GEA report back from the Commissioner. Acting Director Michael Boardman reported that another report is coming up that BABLO will be working on the first of the year. This report is geared more towards Lottery but includes some spirits information as well. It is due February 16, 2024.

- Acting Director Michael Boardman reported on November 2023 sales as follows:
  - Sales report for November:
    - Shipping days: 21 TY vs. 21 LY
    - Cases sold were 116,150 TY vs. 117,324; -1.00%
  - Dollar Sales were \$20,100,104 TY vs. \$19,806,687 LY; +1.48%
    - Bailment collected: \$237,085
    - Depletion allowances: \$843,373
  - Sales report for YTD:
    - Cases sold were: 638,178 TY vs. 646,879 LY; -1.35%
    - Dollar Sales were: \$109,273,583 TY vs. 107,665,314 LY; +1.49%
    - Shipping days: 108 TY vs. 108 LY
- Spirits Financial Activity - FY 2024
- Spirits Operating Profits - FY 2024
- Spirits Profits Transfers - FY 2024
- Budget to Actual Financial Performance
- 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

**New Business:** None

**Old Business:** None

**New Product Listings:**

- Acting Deputy Director Tracy Willett presented fifty-four (54) new product listings for December 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 three (3) label/package changes for December 2023. 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. (Label/package changes distributed and attached to the minutes.)

**Value Added Packs:**

Acting Deputy Director Tracy Willett presented two (2) VAP/Seasonal listings for December 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 two hundred and sixty-two (262) price adjustments for quarterly price changes. A motion was made by Commissioner Schneck to accept the price changes; the motion seconded by Commissioner Sheehan. 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 fifty-three (53) items for delisting. A motion was made by Commissioner Schneck to approve the items for delisting. Motion was seconded by Commissioner Sheehan and the motion passed unanimously. (Delisted Items attached to the minutes)

### **Rebates:**

- Acting Deputy Director Tracy Willett presented thirty (30) rebates/coupons for December 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. (Rebates/coupons distributed and attached to the minutes.)

### **Pine State Spirits:**

- Sheila Gibbons reported on the following:
  - LET'S GET MERRY – Holiday-ready recipes
  - November App Content Trends
  - November 2023 Top Ads
  - November 2023 Social Performance
  - November 2023 Top Social Posts
  - November 2023 Email Marketing
  - Maine Spirits App – Launched January 2018, Total Downloads – 119,358; New Downloads for November – 2,977
  - November 2023 Push Notification Results
  - Cocktail Bot 5000 – Holiday Edition
  - Merry Tasting Event – December 6<sup>th</sup>

**Other Business:** None

**Public Comments:** None

The next Commission meeting is scheduled for Tuesday, January 9, at 10:00 a.m.  
The February 2024 meeting is tentatively scheduled for February 13, 2024, at 10:00 a.m.

## Lottery Operations:

Acting Director Michael Boardman provided a provided a personnel update. Acting Director Michael Boardman reported that there is a draw game promotion running from December 10, 2023, through December 23, 2023. Acting Director Michael Boardman also reported that the ongoing holiday promotion started in October 2023.

Acting Director Michael Boardman reported on YTD (through December 2, 2023) sales as follows:

- Draw Sales FY24 \$43,936,534; +\$3,327,910 or +8.2%
- Fast Play Sales FY24 \$6,169,739; -\$183,457 or -2.89%
- Instant Game Sales FY24 \$141,779,913 +\$3,445,733 or +2.49%
- Total Combined Sales FY24 \$191,886,186 +\$6,590,186 or +3.56%
  
- Lottery Profit Transfer to General Fund
  - November Actual FY24 \$5,635,499 +729,839 to Budget +14.88%
  - YTD Actual FY24 \$29,324,553; +\$2,343,421 to Budget +8.69%
  
- Profit Transfer to Outdoor Heritage Fund
  - November Actual FY24 \$80,510 +18,972 to Budget +30.83%
  - YTD Actual FY24 \$633,086; +\$294,626 to Budget +87.05%

(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 four (4) new game for approval.
  - (\$2) MULTIPLIER MANIA
  - (\$2) FIND THE 7s
  - (\$3) BEE BUCKS
  - (\$5) MONEY RUSH

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 in Meredith, NH. The meeting began November 16, 2023, and lasted a couple of days. Commissioner Sheehan reported that there were four amazing speakers on the first day. The Tri-State meeting was held the second day and the annual audit was approved. The marketing department reported on Megabucks. The

approval of the golden spin scratch ticket was discussed. Commissioner Sheehan reported that the next Tri-State meeting will be February 9, 2024.

### Scientific Games:

- Darrell Frecker reported that he is pleased to see sales continue to pick up across the board. Darrell wished Megabucks a big congratulations. Darrell reported that they are currently working on Cash Pop which will replace World Poker Tour. Darrell reported that Cash Pop is expected to do better World Poker tour. Darrell also reported that they are working on the next Tri-State instant game.
- Greta Larson provided the following updates:
  - Reindeer Run - First 10 Weeks of Tickets Entered - Running Total:
    - Up +0.1% over 2022
    - Up +40.7% over 2021
    - Up +8.6% over 2020
  - Reindeer Run - Total Unique Players so far: 27,041
  - Reindeer Run - Total tickets entered so far: 1,053,604
  - RewardME First Ticket Entered Report - *The first ticket entered report highlights which games players entered for the first time ever when joining the RewardME players club. In November of 2023, the top 5 games for first tickets entered were:*
    - Powerball at 246 first tickets entered
    - Megabucks at 136 first tickets entered
    - Mega Millions at 128 first tickets entered
    - Ultimate Dash (#592) at 49 first tickets entered
    - Lucky For Life at 33 first tickets entered
  - Current Maine Lottery Systems Promotion:
    - From December 10<sup>th</sup> – 23<sup>rd</sup>, players have a chance to win \$25 instantly with the purchase of a draw ticket of \$5 or more (excludes World Poker Tour and Fast Play).

### Fuseideas:

- Steve Mason reported that for the month of November, the first half of the month was the Ultimate Dash campaign. They have been holiday campaigning from mid-November and will continue through December. They have been working on all the materials to go with Cash Pop.

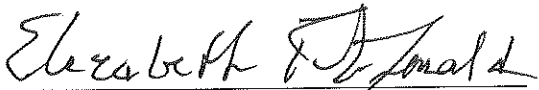
**Other Business:** None

**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 11:40 a.m.



Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission



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