

**Maine State Liquor and Lottery Commission**  
**Minutes of Meeting**  
**Tuesday, December 13, 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, Lisa Rodrigue, Lottery Marketing Specialist, Terrence Meehan, Financial Analyst, Devon Cook, Office Associate Supervisor, and Philip Mantis, Attorney General's Office

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

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

Others in attendance:

Spirits portion only: Rob Andreasen, David Hall, Zach Redman, Southern Glazer's; Gary Duncklee, Horizon Beverage; Seth Ferris, MS Walker; Caitlin Murphy, HPM Associates; Bob Barton, Perfecta Wine; Matthew Tabenken, Sazerac; Sonia Statires, Stone Fence Beverage; Kurt Ciechon, Stone Fence Beverage; and Christine Cummings, MGFPFA; Linda Spaulding, H&S Spirits; Myron Spaulding, H&S Spirits; Lynn Chadwick, Doom Forest Distillery; AJ Chadwick, Doom Forest Distillery; Jesse J. Lupo, Mossy Ledge Spirits; Cathy Sullivan, RSVP;

Lottery portion only: Rachel Olson, RTKAC and Ron Miguel

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the November 8, 2022, 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:**

Director Mineo reported on November 2022 sales as follows:

- Sales report for November:
  - Shipping days: 21 TY vs. 21 LY
  - Cases sold were 118,293 TY vs. 115,363 LY; +2.54 %
  - Dollar Sales were \$19,806,687 TY vs. \$18,303,825 LY; +8.21%
  - Bailment collected: \$277,223
  - Depletion allowances: \$819,445

- Sales report for YTD:
  - Cases sold were 652,140 TY vs. 645,493 LY; + 1.03 %
  - Dollar Sales were \$107,665,314 TY vs. \$100,551,546 LY; +7.07%
  - Shipping days: 108 TY vs. 108 LY

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

- Maine Spirits Business Activity for November 2022
- Sales comparisons by County for Maine
- Top 25 Agents in 3 Month Case Sales

Spirits Operations Manager Tracy Willett went over talking points provided by Tony's Foodland in Naples, the agent spotlight for December 2022.

Director Mineo then reviewed the following profit report

- Budget to Actual Financial Performance

Director Mineo spoke of BABLO staffing status and asked Devon Cook to address the Commission on that topic. Devon notified the Commission that as of January 3, 2023, BABLO will be fully staffed.

**New Business:**           None

**Old Business:**           None

**New Product Listings:**

Spirits Operations Manager Tracy Willett presented forty-nine (49) new product listings for December 2022. A motion was made by Commissioner Schneck 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:**

Spirits Operations Manager Tracy Willett presented three (3) label/package changes for December. 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:**

Spirits Operations Manager Tracy Willett presented one (1) VAP/Seasonal listing for December 2022. 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 listing distributed and attached to the minutes.)

### **Quarterly Price Adjustments:**

Spirits Operations Manager Tracy Willett presented three hundred and seventy-nine (379) price adjustments for quarterly price changes. A motion was made by Commissioner Sheehan to accept the price 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. (Quarterly price changes attached to the minutes.)

### **Delisted Items:**

Spirits Operations Manager Tracy Willett presented fifty-nine (59) items for delisting. A motion was made by Commissioner Sheehan to accept the items for delisted items as presented; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Delisted Items attached to the minutes)

### **Rebates:**

Spirits Operations Manager Tracy Willett presented thirteen (13) rebates/coupons for December 2022. These rebates/coupons were standard in nature. A motion was made by Commissioner Fitts 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/coupon distributed and attached to the minutes.)

### **Pine State Spirits:**

Sheila Gibbons reported on the following:

- The current holiday campaign is going strong
- Holiday cocktail and food recipes
- Latest commercial – Top Baker
- November App content trends
- Top mood for November was Fall Harvest
- November top ads
- Facebook, Instagram and Tik-Tok statistics and posts for November.
- Email Marketing for November, with 15,785 subscribers and an open rate average of 35%.
- Maine Spirits App launched January 2018; Total downloads is 100,371. New downloads total 2,628.
- The Merry tasting event by Maine Spirits was the best attended show yet. Ticket count was 263.

**Other Business:** None

**Public Comments:** None

## Lottery Operations:

Director Mineo reported on YTD (through December 3) sales as follows:

- Draw Sales FY23 \$40,608,624; +\$12,715,418 or +45.59%
- Fast Play Sales FY23 \$6,353,196; +\$571,613 or +9.89%
- Instant Game Sales FY23 \$138,334,180; -\$670,982 or -.48%
- Total Combined Sales FY23 \$185,296,000; +\$12,616,049 or +7.31%
  
- Lottery Profit Transfer to General Fund
  - November Actual FY23 \$7,184,011; +\$2,568,626 to Budget +55.65%
  - YTD Actual FY23 \$31,234,286; +\$5,849,669 to Budget +23.04%
  
- Profit Transfer to Outdoor Heritage Fund
  - November Actual FY23 \$54,908; -\$6,630 to Budget -10.77%
  - YTD Actual FY23 \$506,790; +\$168,330 to Budget +49.73%

(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 five (5) new games for approval.

- (\$1) TIC TAC TOAD
- (\$2) KING OF CASH
- (\$2) PAYDAY MULTIPLIER
- (\$5) SHOW ME 100,000
- (\$10) \$250,000 CASH STACKS

A motion was made by Commissioner Fitts 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 that there will be a special virtual meeting on December 19, 2022.

## Scientific Games:

- Darrell Frecker spoke of upcoming revenue generating changes for 2023.
- Greta Larson provided an update about the Reindeer Run promotion.

**Fuseideas:**

- No Report

**Other Business:** None

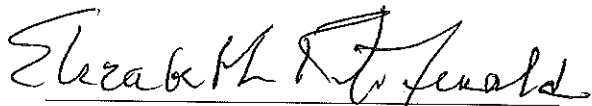
**Public Comment:** None

**Adjournment:**

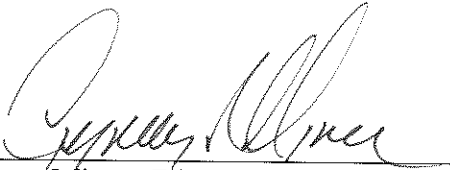
The next Commission meeting is scheduled for Tuesday, January 10, 2023, at 10:00 a.m.

The February 2023 meeting is tentatively scheduled for Tuesday, February 14, 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 11:33 a.m.



Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission



Gregory Mineo, Director  
Bureau of Alcoholic Beverages & Lottery Operations