

**Maine State Liquor and Lottery Commission**  
**Minutes of Meeting**  
**Tuesday February 13, 2024**  
**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, Kim Monaghan, and Stacey Fitts

BABLO/DAFS Staff in attendance: Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director Liquor; Lisa Rodrigue, Lottery Marketing Manager; Daniel Meaney, Lottery Games Manager; Niall Breen, Operations/Security Supervisor; Philip Mantis, Attorney General's Office; Terrance Meehan, Financial Analyst; Mandy Veniot, Office Specialist II, Julie Waller, Clerk of the Commission

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons, Don Potter, Garrett Grunewald, and Tammy Tyler

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

Fuseideas in attendance (Lottery portion only): Steve Mason

Others in attendance:

Spirits portion only: Rob Andreasen, Kyle Riggs and Zach Redmann, Southern Glazer's; Gary Duncklee and Kam Guilmet, RNDC; Ken Grant, Roopers; Seth Farris, MS Walker, Kurt Ciechon, Stone Fence Beverage; Michael Meier and Cathy Sullivan, RSVP; Dean Nowell and John Nappi, Bow Street; Caitlin Murphy, Luxco; Patrick Murphy, Martignetti; Matthew Tabenken, Sazerac; Peter Murphy, Ruby Wines; Lisa Czubak, new broker; Bambi Kotow, Circle K; Dan Tarr, Easterly Wine

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the January 9, 2024, 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:**

- Deputy Director Michael Boardman introduced and welcomed Director Louis Luchini. Director Luchini introduced himself and gave a brief statement about his background. Deputy Director Michael Boardman reported that the deadline for submission of bids for the Spirits RFP has passed. The evaluation committee will meet Friday, February 16, 2024. After this meeting the committee will make a recommendation to the Director. Deputy Director Michael Boardman provided an update regarding the liquor modernization project. This project continues to remain on schedule. It will be launched in September 2024. Some amendments have been made to the

agreement with Computronix. Deputy Director Michael Boardman provided a staffing update. There are five more Liquor Inspector positions to be filled. There is one other vacancy to be filled in addition to the Inspector positions. Deputy Director Michael Boardman introduced Mandy Veniot, Office Specialist II. Mandy will assist the Spirits Operations Manager. Deputy Director Michael Boardman reported about LD 2014, An Act Regarding Spirits Price Regulation. There is a work session scheduled for Thursday, February 15, 2024. Deputy Director Michael Boardman also reported about a Department Bill LD 2148, which establishes common carrier reporting for direct shipped wine.

- Deputy Director Michael Boardman reported on January 2024 sales as follows:
  - Sales report for January:
    - Shipping days: 22 TY vs. 22 LY
    - Cases sold were 96,550 TY vs. 96,409; +0.15%
  - Dollar Sales were \$16,668,264 TY vs. \$16,154,288 LY; +3.18%
    - Bailment collected: \$249,994
    - Depletion allowances: \$1,657,492
  - Sales report for YTD:
    - Cases sold were: 860,613 TY vs. 875,086 LY; -1.65%
    - Dollar Sales were: \$147,961,175 TY vs. 146,399,308 LY; +1.07%
    - Shipping days: 150 TY vs. 151 LY
  - Spirits Financial Activity YTD - FY 2024 vs FY 2023
  - Spirits Operating Profits - \$41,440,011 vs \$41,499,033 (-0.14%)
  - Spirits Profits Transfers - \$41,440,011 vs \$41,499,033 (-0.14%)
- 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 sixty-seven (67) new product listings for February 2024. A motion was made by Commissioner Sheehan to approve all the items presented for listing; the motion was seconded by Commissioner Monaghan. 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 four (4) label/package changes for February 2024. A motion was made by Commissioner Sheehan 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 one (1) VAP/Seasonal listings for February 2024. A motion was made by Commissioner Sheehan to accept the label/package change as presented; the motion was seconded by Commissioner Fitts. 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 twenty-one (21) rebates/coupons for February 2024. 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 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:
  - LET'S GET COZY – Cabin-ready recipes
  - January App Content Trends
  - January 2024 Top Ads
  - January 2024 Social Performance
  - January 2024 Top Social Posts
  - January 2024 Email Marketing
  - Maine Spirits App – Launched January 2018, Total Downloads – 124,160; New Downloads for December – 3,328
  - January 2024 Push Notification Results
  - RTD Racks
  - Maine Spirits Limited Release Lottery 2024

**Other Business:** None

**Public Comments:** None

The next Commission meeting is scheduled for Tuesday, March 12, at 10:00 a.m.  
The April 2024 meeting is tentatively scheduled for April 9, 2024, at 10:00 a.m.

**Lottery Operations:**

Deputy Director Michael Boardman provided a reminder that this year is Maine Lottery's 50th anniversary. Some special events are being planned, there will be some special 50<sup>th</sup> anniversary tickets, a fast-play ticket, many promotions will run, and several special events will occur. Deputy Director Michael

Boardman provided some staffing updates. There are currently three vacancies on the lottery side. Two of the three positions have been posted, the Lottery Field Representative Supervisor and the Inventory and Property Specialist. The third vacancy is a new Marketing Specialist position. This position will be working on our website and social media. Deputy Director Michael Boardman provided a reminder about some of the games. Cash Pop will be launched on May 5, 2024. Tristate Megabucks continues to grow. The jackpot is currently at \$12.75 million. Mega Millions will be changing in 2025. It will go to a \$5 price point. Deputy Director Michael Boardman provided an update about the potential for a multi-jurisdictional fast-play game. This will not happen until after the Mega Millions game change for a couple of reasons. The company that has developed a piece of equipment and the software to help facilitate this is not Maine Lottery's vendor. The company will start with the vendor sites who they are currently working with. This is because it will be the first multijurisdictional fast-play game and it is very unique. The discussion continues about the potential for merging Lucky for Life and Cash for Life into one single game. The prize for this would be one million dollars a year for life.

Deputy Director Michael Boardman reported on YTD (through February 4, 2024) sales as follows:

- Draw Sales FY24 \$56,550,828; +\$329,440 or +0.59%
- Fast Play Sales FY24 9,041,531; -\$83,990 or -0.92%
- Instant Game Sales FY24 \$197,166,533 +\$4,989,320 or +2.60%
- Total Combined Sales FY24 \$262,758,892 +5,234,770 or +2.03%
  
- Lottery Profit Transfer to General Fund
  - January Actual FY24 \$13,908,262 +8,776,187 to Budget +171.01%
  - YTD Actual FY24 \$53,752,239; +\$13,978,654 to Budget +35.15%
  
- Profit Transfer to Outdoor Heritage Fund
  - January Actual FY24 \$6,751; -54,787 to Budget -89.03%
  - YTD Actual FY24 \$810,700; +\$333,779 to Budget +69.99%

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

**New Business:** Approval of the Bureau's Calendar Year Annual Report

- Deputy Director Michael Boardman presented the Bureau's Calendar Year Annual Report. This report was provided to the Commission in advance of the meeting. A motion was made by Commissioner Fitts to accept the Bureau's Calendar Year Annual Report; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Commissioner Schneck not present)

**Old Business:** None

**Approval of New Games:**

- Marketing Manager Lisa Rodrigue presented four (4) new games for approval.
  - (\$1) TRIPLE MATCH
  - (\$2) TIC, TAC MULTIPLIER
  - (\$5) ELECTRIC CASH

▪ (\$20) ROYAL CASH

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Monaghan. 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 about the meeting that was held on February 9, 2024. The reboot of Megabucks is what is leading the finances on the Tristate sales report. It is reported that in Maine sales increased through Megabucks by 53%. In New Hampshire, Megabucks was responsible for an increase of 74%. Vermont had an increase through Megabucks of 83%. The audit for Tristate has been submitted with no concerns. Tristate has been very busy with marketing. Marketing Manager Lisa Rodrigue reported that there is an upcoming Tristate meeting to be held in Vermont this spring and in Maine in the fall.
- **Scientific Games:**
- Greta Larson provided an update that development of the marketing for Cash Pop and Golden Spin are both going well. She reported that the Jackpot Party promotion is also going well so far. There has been a lot happening on social media. There are over 5,000 unique players to date and over 25,000 tickets entered into this promo. The Drawing for this game is February 29, 2024. Greta reported the Ultimate Dash is also going well. There are over 15,000 unique players who have entered and over 207,000 tickets entered. There will be a Lucky for Life systems promotion in March. This will help elevate sales in that area. The top prize is \$100. This will run from March 17, 2024 - March 23, 2024. Greta provided an update regarding the first ticket entered. Greta presented the 50<sup>th</sup> anniversary fast-play ticket. It just launched and it is already over 7% sold. The top prize is \$500.

**Fuseideas:**

- Steve Mason reported that moving into January, they wanted to keep the momentum going with their sales from Tristate Megabucks. They continued to advertise Megabucks with the NFL and Bruins package. Then they introduced radio advertising supporting the new game Jackpot Party. That is doing quite well. Going into February they will continue with Megabucks at a slightly lower level of TV primarily focused on news, weather, and sports. Jackpot Party radio is continuing. Steve reported that March is Problem Gambling Awareness Month. They will be running some responsible gaming messages along with a continuation with some of their other advertising. He reported that they have been busy working on the 50<sup>th</sup> anniversary and will soon move towards execution.

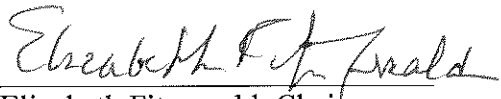
**Other Business:** None

**Public Comment:** None

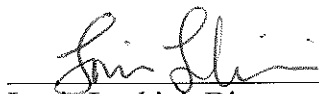
**Adjournment:**

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There being no further business Commissioner Sheehan made a motion to adjourn; the motion was seconded by Commissioner Monaghan. The roll was called, and the motion carried unanimously. The meeting adjourned at 12:18 a.m.



Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission



Louis Luchini, Director  
Bureau of Alcoholic Beverages & Lottery Operations