

Maine State Liquor and Lottery Commission
Minutes of Meeting
Friday, March 17, 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, Stacey Fitts, and Kimberly Monaghan

BABLO/DAFS Staff in attendance: Director Gregg Mineo; Deputy Director Michael Boardman; Tracy Willett, Spirits Operations Manager; Daniel Meaney, Lottery Games Manager; Philip Mantis, Attorney General's Office; and Julie Waller, Clerk of the Commission

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

Fuseideas in attendance (Lottery portion only): Steve Mason

Others in attendance:

Spirits portion only: Rob Andreasen, David Hall, Jeff Auprey, Southern Glazers; Gary Duncklee, RNDC; Caitlin Murphy, HPM Associates; Kurt Ciechon, Stone Fence Beverage; Patrick Murphy, Martignetti; Seth Farris, MS Walker; Bob Barton, Ruby Wines; Matthew Tabenken, Sazerac; Christine Cummings, MGFPA; and Mae Littlefield, Wild Bevy Distillery

Lottery portion only: Renee Loring and Ron Miguel

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the February 14, 2023, meeting be approved. A motion was made by Commissioner Fitts 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 February 2023 sales as follows:

- Sales report for February:
 - Shipping days: 20 TY vs. 20 LY
 - Cases sold were 107,624 TY vs. 105,555 LY; +1.96%
 - Dollar Sales were \$17,834,286 TY vs. \$17,068,541 LY; +4.49%
 - Bailment collected: \$251,143

- Depletion allowances: \$648,869
- Sales report for YTD:
 - Cases sold were 982,710 TY vs. 983,363 LY; -0.07%
 - Dollar Sales were 164,233,593 TY vs. \$155,101,950 LY; +5.89%
 - Shipping days: 171 TY vs. 171 LY

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

- Maine Spirits Business Activity for February 2023
- Sales comparisons by County for Maine
- Top 25 Agents in 3 Month Case Sales
- Budget to Actual Financial Performance

New Business:

- None

Old Business:

- None

New Product Listings:

Spirits Operations Manager Tracy Willett presented sixty-eight (68) new product listings for March 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:

Spirits Operations Manager Tracy Willett presented ten (10) label/package changes for March 2023. 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:

Spirits Operations Manager Tracy Willett presented two (2) VAP/Seasonal listing for March 2023. 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. (VAP/Seasonal listing distributed and attached to the minutes.)

Quarterly Price Adjustments:

Spirits Operations Manager Tracy Willett presented three hundred and thirty-five (335) price adjustments for quarterly price changes. A motion was made by Commissioner Sheehan to accept the price changes. Motion seconded by Commissioner Fitts. 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 sixty-four (64) items for delisting. A motion was made by Commissioner Fitts to approve the items for delisting. Motion was seconded by Commissioner Sheehan and the motion passed unanimously. (Delisted Items attached to the minutes)

Rebates:

Spirits Operations Manager Tracy Willett presented three (3) rebates/coupons for March 2023. These rebates/coupons were standard in nature. A motion was made by Commissioner Sheehan to accept these rebates/coupons; the motion was seconded by Commissioner Fitts. 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:

- April POS Rack Art
- Spring Social Media Campaign – Melting Snow, Citrus Blossom Margarita, Cucumber Spritz, Tequila Jalapeno Bacon Poppers, Mojito Shrimp Kabobs, Maine Mud Pie
- Spring Copy & Creative – Facebook / Instagram
- Spring Copy & Creative – Pintrest
- February App Content Trends
- February 2023 Top Ads
- Facebook February 2023 Performance
- Top Facebook Posts in February 2023- Furbish Brewhouse, Bistro Leluco, and Liquid Riot
- Instagram February 2023 Performance
- February 2023 - Top Instagram Posts (by Likes/Reactions)
- February 2023 Email Marketing
- February 2023 In The Know
- February 2023 Blogs
- Maine Spirits App – Launched January 2018, Total Downloads – 105,364; New Downloads for February-1,611
- February 2023 Push Notification Results
- February TikTok
- Ready-to-Drink POS Racks – RTD Rack, Priority Rack, Make Mine From Maine Rack, New Item Rack
- Spirit Quest 2023
- Maine Spirits 2023 Limited Release Spirits Lottery closed

Other Business: None

Public Comments: None

Lottery Operations:

Director Mineo reported on YTD (through March 4, 2023) sales as follows:

- Draw Sales FY23 \$60,948,208; +\$16,235,270 or +36.31%
- Fast Play Sales FY23 \$9,874,671; +\$1,243,021 or +14.40%
- Instant Game Sales FY23 \$216,059,743; +\$584,704 or +0.27%
- Total Combined Sales FY23 \$286,882,622; +\$18,062,995 or +6.72%

- Lottery Profit Transfer to General Fund
 - February Actual FY23 \$4,162,612; -645,081 to Budget -13.42%
 - YTD Actual FY23 \$49,393,943; +\$7,326,630 to Budget +17.42%

- Profit Transfer to Outdoor Heritage Fund
 - February Actual FY23 \$61,158; -\$380 to Budget -0.62%
 - YTD Actual FY23 \$702,298; +\$163,839 to Budget +30.43%

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

Deputy Director Boardman presented new fast play games that are scheduled to come out in the future.

New Business: None

Old Business:

- The Commission discussed the Legislative Annual Report that was presented at the February 14, 2023, meeting. The Commission had sufficient time to review and approve this annual report. A motion was made by Commissioner Sheehan to approve the Legislative Annual Report for 2023; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Approval of New Games:

Deputy Director Boardman presented one (1) new game for approval.

- (\$30) INSTANT MILLIONS

A motion was made by Commissioner Fitts to accept this game as presented; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Game attached to the minutes.)

Report on Tri-State Activities:

- Commissioner Sheehan provided an update she received regarding Tri-State investments.

Scientific Games:

- Darrell Frecker spoke about the planning of a new game called Cash Pop. They are continuing to work on the updating of all the vending machines to be credit and debit. This will come to fruition

in late May. In April, there will be a Pick Three Pick Four promotion called April Showers. The Patriots Second Chance promotion ended on March 4, 2023.

Fuseideas:

- Steve Mason reported that Megabucks was advertised in February. In March, advertising was switched over to responsible gaming messages. Currently, the Lucky for Life promotion is running and will end tomorrow. In April, the Pick Three Pick Four promotion will be supported by radio. Also, they are working on a new campaign supporting the new Fast Play games.

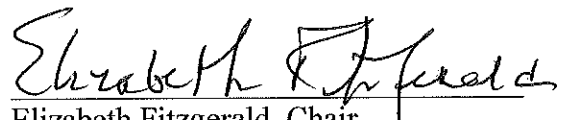
Other Business: None

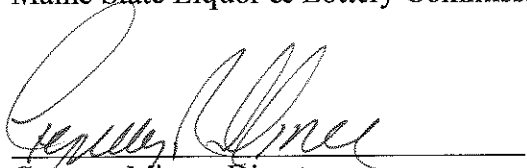
Public Comment: None

Adjournment:

The next Commission meeting is scheduled for Tuesday, April 11, 2023, at 10:00 a.m.
The April 2023 meeting is tentatively scheduled for Tuesday, May 9, 2023, at 10:00 a.m.

There being no further business Commissioner Sheehan 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


Gregory Mineo, Director
Bureau of Alcoholic Beverages & Lottery Operations