

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday April 11, 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, John Schneck, and Kimberly Monaghan

BABLO/DAFS Staff in attendance: Director Gregg Mineo; Deputy Director Lottery, Michael Boardman; Tracy Willett, Acting Deputy Director Liquor; Lisa Rodrigue, Lottery Marketing 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, Don Potter, Terry Goddard, and Tammy Tyler

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

Fuseideas in attendance (Lottery portion only): Steve Mason

Others in attendance:

Spirits portion only: David Hall, Jeff Auprey, Scott Ramsey and Jake Howard, Southern Glazer's Gary Dunclee, RNDC; Kurt Ciechon, Stone Fence Beverage; Patrick Murphy, Martignetti; Seth Farris, MS Walker; Bob Barton, Ruby Wines; Matthew Tabenken, Sazerac; Dean Nowell, Bow Street; Jesse St. Laurent, Roopers; Dave Makson, Damon's Beverage; and Peter Murphy, HPM Associates

Lottery portion only: Ron Miguel and Anna McDonough

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the March 17, 2023, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Director Mineo reported on March 2023 sales as follows:

- Sales report for February:
 - Shipping days: 23 TY vs. 23 LY
 - Cases sold were 110,441 TY vs. 112,282 LY; -1.64%

- Dollar Sales were \$18,487,317 TY vs. \$18,070,235 LY; +2.31%
- Bailment collected: \$201,951
- Depletion allowances: \$906,221
- Sales report for YTD:
 - Cases sold were; 1,093,150 TY vs. 1,095,645 LY; -0.23%
 - Dollar Sales were: 182,720,910 TY vs. \$173,172,184 LY; +5.51%
 - Shipping days: 194 TY vs. 194 LY

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

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

New Business:

- None

Old Business:

- None

New Product Listings:

Acting Deputy Director Liquor Tracy Willett presented seventy-three (73) new product listings for April 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:

Acting Deputy Director Liquor Tracy Willett presented one (1) label/package changes for April 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:

None

Rebates:

Acting Deputy Director Liquor Tracy Willett presented twenty-six (26) rebates/coupons for April 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 Copy & Creative- Pintrest
- March App Content Trends
- March 2023 Top Ads
- Facebook March 2023 Performance
- Top Facebook Posts in March 2023
- Instagram March 2023 Performance
- March 2023 - Top Instagram Posts (by Likes/Reactions)
- March 2023 Email Marketing
- March 2023 In The Know
- March 2023 Blogs
- Maine Spirits App – Launched January 2018, Total Downloads – 106,563; New Downloads for March-1,199
- March 2023 Push Notification Results
- March TikTok
- Maine Spirits Trade Show - Tuesday, May 16, 11:00-3:00 at Morgan Hill Event Center, Hermon, ME

Other Business: None

Public Comments: Director Mineo thanked the Commission for their work during his 9-year tenure as Director and talked about the success of the current business model for liquor operations. Director Mineo spoke of his staff and the partnership the office holds with the brokers. Director Mineo announced that upon his departure Deputy Director Boardman would assume the role of Interim Director.

Lottery Operations:

Director Mineo reported on YTD (through March 25, 2023) sales as follows:

- Draw Sales FY23 \$64,505,941; +\$16,540,900 or +34.49%
- Fast Play Sales FY23 \$10,430,535; +\$1,115,182 or +11.97%
- Instant Game Sales FY23 \$235,090,583; +\$277,378 or +0.12%
- Total Combined Sales FY23 \$310,027,059; +\$17,933,460 or +6.14%

- Lottery Profit Transfer to General Fund
 - March Actual FY23 \$5,356,396; +548,703 to Budget +11.41%
 - YTD Actual FY23 \$54,750,339; +\$7,875,333 to Budget +16.80%

- Profit Transfer to Outdoor Heritage Fund
 - March Actual FY23 \$69,357 +7,819 to Budget +12.71%
 - YTD Actual FY23 \$771,655; +\$171,658 to Budget +28.61%

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

New Business: None

Old Business: None

Approval of New Games:

Marketing Specialist Lisa Rodrigue presented eight (8) new game for approval.

- (\$2) WILD CHERRY DOUBLER
- (\$2) 8 (WIN UP TO \$8,888)
- (\$3) BOOST YOUR BUCKS
- (\$5) LOTS OF CASH
- (\$5) CASH PAYOUT
- (\$5) MULTIPLIER MONEY
- (\$10) \$50 OR \$100
- (\$25) \$100 OR \$250

A motion was made by Commissioner Sheehan to accept this game as presented; the motion was seconded by Commissioner Fitts. 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 reported that she will be attending a Tri-State meeting on Friday, April 14, 2023.

Scientific Games:

- Darrell Frecker reported that a couple of promotions were just completed and a new one is coming up. They have just released four new Fast-Play games. Currently they are still in the middle of the credit and debit project. Greta Larson provided copies of the new Fast-Play games. The goal for the week of promotion compared to 2022 is up over 16,000. This month there is a promotion called April Showers from April 23 to April 29, 2023. They are also working on a promotion for May. The last Price is Right drawing is June 6, 2023. Living Lucky with Luke Combs has another drawing on May 16, this is the second to last drawing. The last drawing is in September. In June, there will be a NASCAR promotion.

Fuseideas:

- Anna McDonough reported that in March the Lucky for Life was run on the radio from March 12 through March 18. Also, during March, the responsible gaming messages were run on TV and radio throughout the month. During April, starting on the 17th, they will be promoting the new fast play games on TV, radio, and digital. From April 23 through April 29, they will be running Pick Three, Pick Four, and ticket promotion on radio. Looking ahead to May and June, Gimme 5 and ticket promotion will be run in May on radio. In June, they will be promoting the Powerball NASCAR promotion on TV and radio.

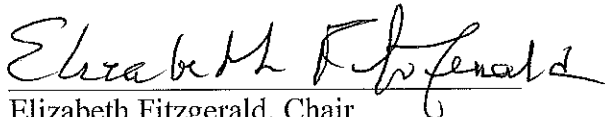
Other Business: None

Public Comment: Director Mineo reported that upon his departure Deputy Director Boardman will assume the role of interim Director.

Adjournment:

The next Commission meeting is scheduled for Tuesday, May 9, 2023, at 10:00 a.m.
The June 2023 meeting is tentatively scheduled for June 13, 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 11:30 a.m.


Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission


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