

## **Maine State Liquor and Lottery Commission**

Minutes of Meeting

Tuesday, August 12, 2025

Virtual Component using Zoom

### **Call to Order:**

Commission Chair Fitzgerald called the meeting to order at approximately 10:00 A.M.

### **Roll Call**

Commissioners in Attendance: Chair Elizabeth Fitzgerald, Julie Sheehan, Kim Monaghan, Stacey Fitts, John Schneck

BABLO/DAFS Staff in Attendance:

Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director; Calvin Rinck, Lottery Marketing Manager; Judy Thomas, Marketing Specialist; Niall Breen, Operations/Security Supervisor; Nicholle Clark, Liquor Operations Associate and Acting as Clerk of the Commission; Philip Mantis, Department of the Attorney General; Terry Meehan, Financial Analyst; Deanna Lefebvre, DAFS; Jennifer Griffin, DAFS; Geoffrey Burdo, DAFS

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

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

### **Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the July 8, 2025, 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 Louis Luchini reported on the new agency store process that took place in June. All new licenses have been issued except one.

Director Luchini provided an update on the liquor modernization project. Director Luchini and acting enforcement manager, Devon Cook are in contract negotiations for the extension. This will be a 244 contract with a 2-year initial phase and the option of two four-year contracts.

Director Louis Luchini reported on the new bottle redemption law that the legislature passed. BABLO has been working with other co-mingling groups across the state and DEP.

### **Sales Report for July:**

- Shipping days: 23 TY vs. 23 LY

- Cases sold were 151,284 TY vs. 155,036 LY; down -2.42%
- Dollar Sales were \$25,754,585 TY vs. \$26,684,788 LY; down -3.49%
- Bailment collected \$261,775
- Depletion Allowances \$1,358,909

**Sales Report for YTD:**

- Shipping days YTD: 23 TY vs. 23 LY
- Cases sold YTD: 151,284 TY vs. 155,036 LY; down -2.42%
- Dollar sales YTD: \$25,754,585 TY vs. \$26,684,788 LY; down -3.49%
- Spirits Financial Activity YTD - FY 2026 vs FY 2025
  - Spirits Operating Profits - \$6,253,841 vs. \$6,726,580; down -7.03%
  - Spirits Profit Transfer - \$4,363,270 vs. \$8,073,739; down -45.96%
  - Budget to Actual Financial Performance

Acting Deputy Director Tracy Willett presented:

- 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 Tracy Willett presented eighty-four (84) new products listings for August 2025. 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 Tracy Willett presented two (2) label changes for August 2025. A motion was made by Commissioner Sheehan to approve all the items presented for listing; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Label changes distributed and attached to the minutes.)

**Value Added Packs/Seasonal Package:**

Acting Deputy Tracy Willett presented twenty-two (22) seasonal packages to be listed in August. A motion was made by Commissioner Sheehan to approve the value-added pack presented for listing; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

#### **Rebates:**

Acting Deputy Tracy Willett presented eleven (11) coupons/rebates for August 2025. 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 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:
  - Summer POS Racks
    - Summer Cocktails
    - Summer Food
  - Social Media Overview
    - Impressions - 53.9K
    - Engagement Rate - 2.2%
    - Link Referrals - 417
    - Total Meta (IG/FB) Followers 36,628
  - Top Instagram Content
  - Top Facebook Content
  - July App Content Trends
    - Top Recipe Favorited
    - Top Recipe
    - Top Mood
  - July 2025 Email Marketing
    - Total Subscribers – 14,976
    - 29% Open Rate Last Month
    - Winning Campaign – 29.5% Open Rate
  - July In the Know Newsletter- 30.2% Open Rate
  - Maine Spirits App – Launched January 2018, Total Downloads – 160,038; New Downloads – 1,740
    - July 2025 Push Notification Results
  - July Katya Videos
  - BABLO approved Planogram
    - Agency store resets in July: 6
    - New items added to resets: 231
    - Discontinued items removed from resets: 53
    - Linear feet added to 1 agency store: 100'

**Other Business:** None

**Public Comments:** None

The next Commission Meeting is scheduled for Tuesday, September 9, 2025, at 10:00 A.M.

The October 2025 meeting is tentatively scheduled for Tuesday, October 14, 2025, at 10:00 A.M.

**Lottery Operations:**

Director Louis Luchini reported that there have been a lot of new tickets coming out like Jurassic Park that has been a great success. Director Luchini reported that BABLO is currently in an RFP process for Maine Lottery marketing, advertising, and public relations.

Draw Sales FY26 \$6,740,512; FY25 6,394,046, up \$346,466 or +5.42%

- Fast Play Sales FY26 \$2,549,364; FY25 1,776,089, up \$773,275+43.54%
- Instant Sales FY26 \$30,773,195; FY25 28,068,006, up \$2,705,189 or +9.64%
- Total Combined Sales FY26 \$40,063,071; FY25 40,063,071, up \$3,824,930 or +10.55%

**Lottery Profit Transfer to General Fund**

- July Actual FY26 \$6,016,449; +\$477,987 to Budget +8.63%
- YTD Actual FY26 \$6,016,449; +\$477,987 to Budget +8.63%
- Year over year, lottery profit transfers to the General Fund are up +5.68%

**Profit Transfer to Outdoor Heritage Fund**

- July Actual FY26 \$37,289; down -\$24,249 to Budget -39.40%
- YTD Actual FY26 \$37,289; -\$24,249 to Budget -39.40%

**Lottery Marketing Report:**

- Calvin Rinck reported on the following:
  - Lottery 40<sup>th</sup> Anniversary
    - The 40th Anniversary Tri-State Megabucks TV Commercial
    - Tri-State Megabucks Logo Evolution
  - Licensed Property Follow UP
    - \$10 Jurassic Park performing exceptionally well. Launched July 17, 2025
    - \$5 New England Patriots successfully launched August 07, 2025
    - \$3 Skee-Ball successfully launched August 07, 2025
  - National Draw Game Changes
    - \$5 Millionaire for Life to Replace \$2 Lucky for Life
      - Will offer a \$1 Million a Year for Life top prize
      - Merger between the Cash4Life and Lucky for Life states
      - Rules are in progress
      - Anticipated to launch February 2026
  - Powerball NFL Initiative

- Anticipated to launch August 2026
- Rules are in progress.

**New Business:** None

**Old Business:** None

### **Approval of New Games:**

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

- (\$3) LEAP FOR LOOT

A motion was made by Commissioner Sheehan to accept these games 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 Julie Sheehan reported that they will have a meeting in Vermont in November and Fast Play is doing extremely well.

### **Report From Scientific Games**

Greta Larson presented the following:

- Recent Winner Highlights
- August New Games
  - (\$1) EASY MONEY
  - (\$2) 10X THE WIN
  - (\$5) 20X THE WIN
  - (\$3) SKEE-BALL
  - (\$5) PATRIOTS
- Active Points for Drawings
  - Big Screen Bundle
  - Smart Home Bundle
  - Fall Yard Clean Up Bundle
- First Ticket Entered Report July 2025
  - First Ticket Entered Month-Over-Month
  - First Ticket Entered Year-Over-Year
- RewardME: Tickets Entered & Tickets Entered Value
  - July 2025: Month-Over-Month & Year-Over-Year
- The Maine Lottery Minute
  - YouTube Performance Snapshot
  - Set Sail on a Winning Streak

- Lottery Minute One Year Anniversary

**Other Business:** None

**Public Comments:** None

**Adjournment:**

The next Commission Meeting is scheduled for Tuesday, September 9, 2025, at 10:00 A.M.

The October 2025 meeting is tentatively scheduled for Tuesday, October 14, 2025, at 10:00 A.M.

There being no further business, Commissioner Fitzgerald adjourned the meeting at 11:41 a.m.



Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission



Louis Luchini, Director  
Bureau of Alcoholic Beverages & Lottery Operations