

**Maine State Liquor and Lottery Commission**  
**Minutes of Meeting**  
**Friday, September 9, 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, Stacey Fitts, John Schneck and Kimberly Monaghan.

BABLO/DAFS Staff in attendance: Director Gregg Mineo, Deputy Director Tim Poulin, Tracy Willett, Spirits Operations Manager, and acting Clerk of the Commission (Spirits portion only), Deputy Director Michael Boardman, Lisa Rodrigue, Lottery Marketing Specialist and acting Clerk of the Commission (Lottery portion only), Terrence Meehan and Katie Johnson, Attorney General's Office

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons, Adam Victor, Nickolas Sanborn and Stephanie LaPointe

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

Fuseideas in attendance (Lottery portion only): Steven Mason

Others in attendance:

Spirits portion only: Jake Howard, David Hall, Zach Redman, Kyle Riggs, Southern Glazer's; Gary Dunclee, Horizon Beverage; Seth Ferris, MS Walker; Patrick Murphy, Martignetti; Cathy Sullivan, RSVP; Jody Reese, Stone Fence Beverage; Caitlin Murphy, HPM Associates; Bob Barton, Perfecta Wine; and Sam DiPietro, DiPietro's Market

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the August 9, 2022, 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 August 2022 sales as follows:

- Sales report for August:
  - Selling days: 23 TY vs. 22 LY (+1)
  - Cases shipped were 156,500 TY vs. 149,762 LY; +4.50 %
  - Dollar Sales were \$25,147,695 TY vs. \$22,980,465 LY; +9.43%
  - Bailment collected: \$238,682
  - Depletion allowances: \$1,728,570

- Sales report for YTD:
  - Cases shipped were 301,880 TY vs. 298,498 LY; +1.13 %
  - Dollar Sales were \$48,585,657 TY vs. \$46,007,201 LY; +5.60%
  - Selling days: 44 TY vs. 44 LY

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

- Maine Spirits Business Activity for August 2022
- Sales comparisons by County for Maine
- Top 25 Agents in 3 Month Case Sales
- Budget to Actual Financial Performance

Deputy Director Poulin reviewed sales for the Agency Store Spotlight participant, DiPietro's Market and introduced Sam DiPietro to speak on behalf of their business.

**New Business:** None

**Old Business:** None

**New Product Listings:**

Deputy Director Poulin presented forty (40) new product listings for September 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:**

Deputy Director Poulin presented four (4) label/package changes for September 2022. A motion was made by Commissioner Fitts 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 change distributed and attached to the minutes.)

**Value Added Packs:**

There were no value added packs presented for September 2022.

**Quarterly Price Adjustments:**

Deputy Director Poulin presented two hundred and seventy-six (276) price adjustments for quarterly price changes. A motion was made by Commissioner Fitts to accept the price changes as presented; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Quarterly price changes attached to the minutes)

**Delisted Items:**

Deputy Director Poulin presented thirty-one (31) items for delisting. A motion was made by Commissioner Fitts 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:**

Deputy Director Poulin presented ten (10) rebates and coupons for September 2022. All rebates and coupons were standard in nature. A motion was made by Commissioner Fitts to accept all rebates and coupons; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Rebates distributed and attached to the minutes.)

**Pine State Spirits:**

Sheila Gibbons reported on the following:

- Fall campaign, featuring harvest dinner party cocktails, food recipes and rack art
- The Maine Spirits app content trends. The app continues to grow with 94,565 total downloads and 2,019 new downloads in August
- Email Marketing for August, with an open rate average of 32%
- Facebook, Instagram and Tik-Tok Statistics for August
- Facebook, Instagram and Tik-Tok Posts for August

**Other Business:** None

**Public Comments:** None

**Lottery Operations:****Director's Report:****Director's Report:**

Director Mineo reported on YTD sales as follows:

- Draw Sales FY23 \$16,912,633; +\$5,279,501 or +45.338%
- Fast Play Sales FY23 \$2,502,055; +\$113,270 or +4.74%
- Instant Game Sales FY23 \$62,180,739; +\$344,345 or +0.56%
- Total Combined Sales FY23 \$81,595,437; +\$5,737,116 or +7.56%
  
- Lottery Profit Transfer to General Fund
  - August Actual FY23 \$4,164,540; -\$450,846 to Budget -9.77%
  - YTD Actual FY23 \$13,882,026; +\$3,497,410 to Budget +33.68%
  
- Profit Transfer to Outdoor Heritage Fund
  - August Actual FY23 \$106,400; +\$44,862 to Budget +72.90%

- YTD Actual FY22 \$195,499; +57,038 to Budget +41,19%

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

**New Business:** None

**Old Business:** None

**Approval of New Games:**

Deputy Director Boardman submitted two (9) new games for approval.

- (\$1) HOLIDAY \$100s
- (\$1) 5X THE CASH
- (\$2) HOLIDAY \$200s
- (\$2) 10X THE CASH
- (\$5) HOLIDAY \$500s
- (\$5) 20X THE CASH
- (\$5) LIVING LUCKY WITH LUKE COMBS
- (\$10) 25X THE CASH
- (\$20) 50X THE CASH

A motion was made by Commissioner Sheehan to accept all games as presented; the motion was seconded by Commissioner Fitts. 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 the next Tri-State Commission Meeting would be held on November 3 and 4, 2022 in Burlington, Vermont.

**Scientific Games:**

Greta Larson Reported:

- Big Country Cash promotion
- Powerball New Years' Eve promotion
- Price Is Right promotion
- Holiday promotion

Darrell Frecker Reported:

- \$1 instant ticket price point
- Instant Ticket planning meeting scheduled for the end of September

**Fuseideas:**

Steve Mason reported on the following TV and Radio Spot:

- August Price Is Right TV and radio
- September Powerball New Years' Eve promotion TV and radio
- October Fast Play Cash Blast Progressive radio
- November Living Lucky with Luke Combs and Holiday TV and radio

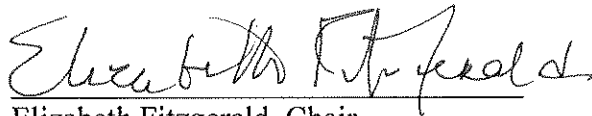
**Other Business:** None

**Public Comment:** None

**Adjournment:**

The next Commission meeting is scheduled for Tuesday, October 11, 2022, at 10:00 a.m.  
The October meeting is tentatively scheduled for Tuesday, November 8, 2022 at 10:00 a.m.

There being no further business Commissioner Fitts made a motion to adjourn; the motion was seconded by Commissioner Sheehan. The roll was called, and the motion carried unanimously. The meeting adjourned at 11:52 a.m.



Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission



Gregory Mineo, Director  
Bureau of Alcoholic Beverages & Lottery Operations