

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, September 9, 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; Niall Breen, Operations/Security Supervisor; Ashley Gooden, Liquor Inspector; Nicholle Clark, Liquor Operations Associate and Acting as Clerk of the Commission; Philip Mantis, Department of the Attorney General; Terry Meehan, Financial Analyst; Deanna Lefebre, 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): Darrell Frecker, Renee Loring

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the August 12, 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 expiration of the initial contract for the licensing system with Computronix and waiting for procurement approval on the continued negotiated contract. The Director reported that the Bureau will be opening the Fall round of agency store licenses later this week.

Director Luchini gave a recap on bills from the last legislative session, and an update on agency rulemaking.

Sales Report for August:

- Shipping days: 21 TY vs. 22 LY

- Cases sold were 137,073 TY vs. 144,433 LY; down -5.10%
- Dollar Sales were \$23,096,297 TY vs. \$24,411,041 LY; down -5.39%
- Bailment collected \$293,237
- Depletion Allowances \$2,050,773

Sales Report for YTD:

- Shipping days YTD: 44 TY vs. 45 LY
- Cases sold YTD: 288,357 TY vs. 299,469 LY; down -3.71%
- Dollar sales YTD: \$48,850,881 TY vs. \$51,095,829 LY; down -4.39%
- Spirits Financial Activity YTD - FY 2026 vs FY 2025
 - Spirits Operating Profits - \$6,421,829 vs. \$6,623,538; down -3.05%
 - Spirits Profit Transfer - \$5,402,080 vs. \$4,371,038; up 23.59%
 - 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 sixty-four (64) new products listings for September 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 ten (10) label changes for September 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: None

Quarterly Price Adjustments:

Acting Deputy Director Tracy Willett presented one hundred and-ten (110) price adjustments for quarterly price changes. A motion was made by Commissioner Sheehan to accept the price changes; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Quarterly price changes attached to the minutes)

Delisted Items:

Acting Deputy Director Tracy Willett presented sixty (60) items for delisting. A motion was made by Commissioner Sheehan to approve the items for delisting. Motion was seconded by Commissioner Schneck and the motion passed unanimously. (Delisted Items attached to the minutes)

Rebates:

Acting Deputy Tracy Willett presented thirty-one (31) coupons/rebates for September 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 Schneck. 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:
 - Fall POS Racks
 - Fall Cocktails
 - Fall Food
 - Find Your Fall Match
 - Social Media Overview
 - Impressions – 56.2K
 - Engagement Rate - 2%
 - Link Referrals - 415
 - Total Meta (IG/FB) Followers 36,710
 - Top Instagram Content
 - Top Facebook Content
 - August App Content Trends
 - Top Recipe Favorited
 - Top Recipe
 - Top Mood
 - August 2025 Email Marketing
 - Total Subscribers – 14,950
 - 29% Open Rate Last Month
 - Winning Campaign- Spirits on Sale – 29.7% Open Rate
 - August In the Know Newsletter- 30.7% Open Rate

- Maine Spirits App – Launched January 2018, Total Downloads – 161,759; New Downloads in August– 1,721
 - August 2025 Push Notification Results
- August Katya Videos
- BABLO approved Planogram
 - Agency Store Resets in August: **3**
 - New Items Added to Resets: **19**
 - Discontinued items removed from resets: **12**
 - Linear feet added to agency stores: **0**
 - Number of Business Reviews Conducted for August: **50**

Other Business: The Bureau is exploring options for a lottery for on-premises licensees only.

Public Comments: None

The next Commission Meeting is scheduled for Tuesday, October 14, 2025, at 10:00 A.M.

The November 2025 meeting is tentatively scheduled for Tuesday, November 18, 2025, at 10:00 A.M.

Lottery Operations:

Director Louis Luchini reported on the Powerball run with two winners. He also reported on Skee-Ball and Patriots game. Director Louis Luchini reported we conditionally awarded the contract to Fuse Ideas.

Director Louis Luchini went over some bills including LD1012.

The rulemaking for the new Millionaire for Life was approved.

Draw Sales FY26 \$15,756,807; FY25 11,851,449, up \$,905,358 or +32.95%

- Fast Play Sales FY26 \$4,082,060; FY25 \$3,274,890, up \$807,170 +24.65%
- Instant Sales FY26 \$57,522,037; FY25 \$52,988,079, up \$4,533,958 or +8.56%
- Total Combined Sales FY26 \$77,360,904; FY25 \$68,114,418, up \$9,246,486 or +13.57%

Lottery Profit Transfer to General Fund

- August Actual FY26 \$9,544,880; +\$2,621,803 to Budget +37.87%
- YTD Actual FY26 \$15,561,329; +\$3,099,790 to Budget +24.87%
- Year over year, lottery profit transfers to the General Fund are up +21.62%

Profit Transfer to Outdoor Heritage Fund

- August Actual FY26 \$34,106; down -\$42,817 to Budget -55.66%
- YTD Actual FY26 \$71,395; -\$67,066 to Budget -48.44%

New Business: None

Old Business: None

Approval of New Games:

Calvin Rinck presented nine (9) new games for approval.

- (\$1) HOLIDAY \$100'S
- (\$2) HOLIDAY \$200'S
- (\$5) HOLIDAY \$500'S
- (\$10) HOLIDAY \$1,000'S
- (\$5) SILVER 7'S
- (\$2) ALL THE MONEY
- (\$5) DOUBLE YOUR DOLLARS
- (\$5) \$60,000 CASHWORD
- (\$5) \$500 CASH

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 big meeting in Vermont in November. Calvin Rinck reported on Tri-State Megabucks 40th anniversary.

Report From Scientific Games

Darrell Frecker presented the following:

- Recent Winner Highlights
- September New Games
 - (\$1) \$
 - (\$2) FALL FAST BINGO CASH
 - (\$10) BLAZING BUCKS
 - (\$10) \$50 OR \$100
- Active Points for Drawings
 - Big Screen Bundle
 - Smart Home Bundle
 - Air Fryer Bundle
- SKEE-BALL Interactive Game

- Patriots Second Chance Promotion
- 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
 - August 2025: Month-Over-Month & Year-Over-Year
- The Maine Lottery Minute
 - YouTube Performance Snapshot

Other Business: Darrell Frecker will be retiring October first


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 11:58 a.m.


 Elizabeth Fitzgerald, Chair
 Maine State Liquor & Lottery Commission


 Louis Luchini, Director
 Bureau of Alcoholic Beverages & Lottery Operations