

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, October 14, 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, 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; Ashley Gooden, Liquor Inspector; Nicholle Clark, Liquor Operations Associate and Acting as Clerk of the Commission; Philip Mantis, Department of the Attorney General; Susan Spencer, 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 and Renee Loring

Fuseideas in attendance (Lottery portion only): Steve Mason

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the September 9, 2025, meeting be approved. A motion was made by Commissioner Schneck 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 Louis Luchini reported on the four-year renewal of the Computronix contract. The one-year anniversary of the system going live is coming up in late October.

The Director reported on the opening of the municipalities of Calais, Cushing, Gardiner, Presque Isle, Westbrook and York for agency liquor store licenses.

Director Luchini reported that the Bureau is working on new rulemaking internally and will finalize the rule after feedback.

Director Luchini reported that the NABCA administrators conference will be the week of October 20th. This is an opportunity for Maine to meet with administrators from other states and talk about things that are happening around licensing and the sale of alcoholic beverages in each Control state.

Sales Report for September:

- Shipping days: 22 TY vs. 21 LY
- Cases sold were 113,380 TY vs. 112,022 LY; up 1.21%
- Dollar Sales were \$19,811,283 TY vs. \$19,753,535 LY; up .29%
- Bailment collected \$285,343
- Depletion Allowances \$1,881,557

Sales Report for YTD:

- Shipping days YTD: 66 TY vs. 66 LY
- Cases sold YTD: 401,737 TY vs. 411,491 LY; down -2.37%
- Dollar sales YTD: \$68,662,164 TY vs. \$70,849,365 LY; down -3.09%
- Spirits Financial Activity YTD - FY 2026 vs FY 2025
 - Spirits Operating Profits - \$6,226,967 vs. \$6,292,265; down -1.04%
 - Spirits Profit Transfer - \$8,865,026 vs. \$9,324,552; down -4.9%
 - 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
- Luxury Spirits

New Business: None

Old Business: None

New Product Listings:

Acting Deputy Tracy Willett presented forty-three (43) new products listings for October 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/Package Changes:

Acting Deputy Tracy Willett presented four (4) label changes for October 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.

Value Added Packs/Seasonal Package: None

Rebates:

Acting Deputy Tracy Willett presented twenty-seven (27) coupons/rebates for October 2025. These rebates/coupons were standard in nature. A motion was made by Commissioner Schneck to accept these rebates/coupons; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Pine State Spirits:

- Sheila Gibbons reported on the following:
 - Halloween 2025
 - Haunted Clue/Murder Mansion
 - Halloween Cocktails
 - META Overview
 - Impressions – 58.6K
 - Engagement Rate – 2.1%
 - Link Referrals - 493
 - Total Meta (IG/FB) Followers 36,761
 - Top Instagram Content
 - Top Facebook Content
 - September 2025 Email Marketing
 - Total Subscribers – 14,908
 - 30% Average Open Rate Last Month
 - Winning Campaign- Cozy Cocktails Calling Your Name – 30.5% Open Rate
 - September 2025 Push Notification Results
 - BABLO Approved Planogram
 - Agency Store Resets in September: **6**
 - New Items Added to Resets: **161**
 - Discontinued Items Removed from Resets: **129**
 - Linear Feet Added to Agency Stores: **34**
 - Number of Business Reviews Conducted for September: **26**
 - Empty Barrel Giveaway

Other Business: None

Public Comments: None

The next Commission Meeting is scheduled for Tuesday, November 18, 2025, at 10:00 A.M.

The December 2025 meeting is tentatively scheduled for Tuesday, December 9, 2025, at 10:00 A.M.

Lottery Operations:

Director Louis Luchini reported on the performance of recently launched licensed properties games including Jurassic Park, Skee-Ball, and New England Patriots. The recent Powerball jackpot run of \$1.78 billion in September helped drive players to stores which resulted in a sales increase in many of the games within the portfolio.

Draw Sales FY26 \$28,685,268; FY25 \$18,428,641; up \$10,256,627 or up 55.66%

- Fast Play Sales FY26 \$5,952,527; FY25 \$5,410,348, up \$542,179 or up 10.02%
- Instant Sales FY26 \$86,510,176; FY25 \$82,444,484, up \$4,065,692 or up 4.93%
- Total Combined Sales FY26 \$121,147,971; FY25 \$106,283,473 up \$14,864,498 or up 13.99%

Lottery Profit Transfer to General Fund

- September Actual FY26 \$8,453,617; \$2,915,155 to Budget; or up 52.63%
- YTD Actual FY26 \$24,014,946; \$6,014,945 to Budget or up 33.42%
- Year over year, lottery profit transfers to the General Fund are up 29.65%

Profit Transfer to Outdoor Heritage Fund

- September Actual FY26 \$26,544; down \$34,994 to Budget; or Down 56.87%
- YTD Actual FY26 \$97,939; down \$102,060 to Budget; or Down 51.03%
- The new Outdoor Heritage Game, Leap for Loot, launches on November 6.

New Business: None

Old Business: None

Approval of New Games:

Calvin Rinck presented three (3) new games for approval.

- (\$2) FAST DOUBLER
- (\$5) PAY ME!
- (\$10) HAMILTON

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.

Report on Tri-State Activities

Commissioner Julie Sheehan reported that there will be a meeting on October 27th to review the budget. Commissioner Sheehan also reported there will be a meeting in Vermont on November 5 to discuss Tri-State initiatives. Calvin Rinck reported that Vendors requested to provide presentations include the New England Patriots, Alchemy 3 to present a Wild Spin potential Retail Reveal Game, Scientific Games, and Intralot.

The lottery has also been working with FuseIdeas to execute the Tri-State Megabucks 40th Anniversary television, radio, and digital spots which are anticipated to run in the coming weeks.

Report From Scientific Games

Greta Larson presented the following:

- Recent Winner Highlights
- October New Games
 - Instant Ticket
 - (\$1) HOLIDAY \$100s
 - (\$2) HOLIDAY \$200s
 - (\$5) HOLIDAY \$500s
 - (\$10) HOLIDAY \$1000s
 - Fast Play
 - (\$2) GNOME HOLIDAYS
 - (\$5) FA-LA-LA-LA-LLAMA
 - (\$10) HOLIDAY BLOWOUT
- Ongoing Promotions
 - Jurassic Park
 - Patriots
 - Skee-Ball
- Active Points for Drawings
 - Big Screen Bundle
 - Apple Tech Bundle
 - Home Theater Bundle
- New Promotions
 - Snowflake Surprise Prize Package
 - Twinkle Treats Prize Package
 - Frosty Finds Prize Package
- Tri-State 40th Anniversary
- First Ticket Entered Report September 2025
 - First Ticket Entered Month-Over-Month

- First Ticket Entered Year-Over-Year
- RewardME: Tickets Entered & Tickets Entered Value
 - August 2025: Month-Over-Month & Year-Over-Year
 - September 2025: Month-Over-Month & Year-Over-Year
- The Maine Lottery Minute
 - YouTube Performance Snapshot

Report From Fuseideas

Steve Mason reported on the following:

- September 2025: Advertising Overview
 - Jurassic Park
 - TV, Radio, Digital
 - New England Patriots
 - TV, Radio, POS, Digital
- October 2025: Advertising Overview
 - Tri-State Megabucks 40th Anniversary
 - TV, Radio, Social Media
- November and December 2025: Advertising Overview
 - SKEEBALL
 - TV, Radio, Social Media
 - Holiday 2025 – Frosty Cheer Promotion
 - Second Chance - Reprise
 - TV, Radio, POS, Digital, Social Media
- FY 26 Q2 Proposed Messaging Plan: Advertising Overview

Other Business: None

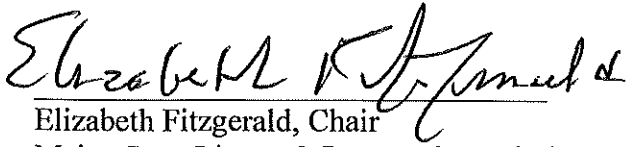
Public Comments: None

Adjournment:

The next Commission Meeting is scheduled for Tuesday, November 18, 2025, at 10:00 A.M.

The December 2025 meeting is tentatively scheduled for Tuesday, December 9, 2025, at 10:00 A.M.

There being no further business, Commissioner Fitzgerald adjourned the meeting at 11:25 a.m.


Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission

 12/9/25
Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations