

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, October 11, 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), Julie Waller, Terrence Meehan and Philip Mantis, Attorney General's Office

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

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

Fuseideas in attendance (Lottery portion only):

Others in attendance:

Spirits portion only: Rob Andreasen, David Hall, Zach Redman, Southern Glazer's; Gary Duncklee, Horizon Beverage; Seth Ferris, MS Walker; Patrick Murphy, Martignetti; Michael Meir, RSVP; Jody Reese, Stone Fence Beverage; Caitlin Murphy, HPM Associates; Bob Barton, Perfecta Wine; Dave Makson, Damon's Beverage; Andrew Stewart, Blue Barren and Pat Thorne, Patman's

Approval of Minutes:

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

- Sales report for September:
 - Selling days: 22 TY vs. 22 LY
 - Cases shipped were 122,480 TY vs. 121,191 LY; +1.06 %
 - Dollar Sales were \$20,514,574 TY vs. \$18,557,928 LY; +10.54%
 - Bailment collected: \$272,454
 - Depletion allowances: \$1,876,124

- Sales report for YTD:
 - Cases shipped were 424,360 TY vs. 419,689 LY; +1.11 %
 - Dollar Sales were \$69,098,901 TY vs. \$64,565,128 LY; +7.02%
 - Selling days: 66 TY vs. 66 LY

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

- Maine Spirits Business Activity for September 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, Patman's and introduced Pat Thorne to speak on behalf of their business.

New Business: None

Old Business: None

New Product Listings:

Deputy Director Poulin presented fifty-four (54) new product listings for October 2022. 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:

Deputy Director Poulin presented two (2) label/package changes for October 2022. A motion was made by Commissioner Sheehan 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:

Deputy Director Poulin presented three (3) VAP/Seasonal listings for October 2022. A motion was made by Commissioner Schneck to accept the label/package changes as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (VAP/Seasonal listings distributed and attached to the minutes.)

Rebates:

Deputy Director Poulin presented eighteen (18) rebates and coupons for October 2022. All rebates and coupons were standard in nature. A motion was made by Commissioner Schneck 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
- Halloween mini campaign featuring themed cocktails and spooky imagery
- The Maine Spirits app content trends. The app continues to grow with 96,386 total downloads and 1,821 new downloads in September
- Email Marketing for September, with an open rate average of 34%
- Facebook, Instagram and Tik-Tok Statistics for September
- Facebook, Instagram and Tik-Tok Posts for September

Other Business: None

Public Comments: None

Lottery Operations:

Director Mineo reported on YTD sales as follows:

- Draw Sales FY23 \$21,540,527; +\$3,644,238 or +20.36%
- Fast Play Sales FY23 \$3,625,689; +\$113,270 or +6.68%
- Instant Game Sales FY23 \$85,455,008; +\$146,456 or +0.17%
- Total Combined Sales FY23 \$110,621,224; +\$4,017,581 or +3.77%

- Lottery Profit Transfer to General Fund
 - August Actual FY23 \$5,493,087; -\$1,122,298 to Budget -24.32%
 - YTD Actual FY23 \$17,375,112; +\$2,375,112 to Budget +15.83%

- Profit Transfer to Outdoor Heritage Fund
 - August Actual FY23 \$96,902; +\$35,364 to Budget +57.47%
 - YTD Actual FY22 \$292,401; +92,402 to Budget +46.20%

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

New Business: None

Old Business: None

Approval of New Games:

Deputy Director Boardman reported that there were no new games for approval.

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:

Ron Miguel Reported on:

- Instant sale trends

Fuseideas:

- No Report


Other Business: None

Public Comment: None

Adjournment:

The next Commission meeting is scheduled for Tuesday, November 8, 2022, at 10:00 a.m.
The October meeting is tentatively scheduled for Tuesday, December 13, 2022, at 10:00 a.m.

There being no further business Commissioner Sheehan made a motion to adjourn; the motion was seconded by Commissioner Monaghan. The meeting adjourned at 11:48 a.m.


Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission


Gregory Mirco, Director
Bureau of Alcoholic Beverages & Lottery Operations