

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, November 18, 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; Calvin Rinck, Lottery Marketing Manager; Judy Thomas, Marketing Specialist; Niall Breen, Operations/Security Supervisor; Nicholle Clark, Liquor Operations Specialist and Acting as Clerk of the Commission; Terry Meehan, Financial Analyst; Philip Mantis, Department of the Attorney General; Susan Spencer, DAFS; Jennifer Griffin, DAFS; Deanna Lefebre, 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 October 14, 2025, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Director Luchini reported that agency store hearings will take place on Friday November 21, 2025. Hearings for the municipalities of Calais, Cushing, Gardiner, Presque Isle, Westbrook and York will be held for agency liquor store licenses.

Director Luchini reported that the legislature passed a law during the last legislative session that amends Maine's Freedom of Access Act to require all members of state boards and commissions complete FOA training.

Director Luchini also reported that some BABLO and Pine State staff attended NABCA's annual Administrator's Conference in October.

Director Luchini reported on October 2025 as follows:

Sales Report for October:

- Shipping days: 23 TY vs. 23 LY
- Cases sold were 109,608 TY vs. 114,291 LY; down -4.10%

Dollar Sales were \$19,553,695 TY vs. \$20,474,518 LY; down -4.50%

- Premium Tax \$239,912
- Bailment collected \$248,828
- Depletion Allowances \$1,121,374

Sales Report for YTD:

- Shipping days YTD: 89 TY vs. 89 LY
- Cases sold YTD: 511,345 TY vs. 525,782 LY; down -2.75%
- Dollar sales YTD: \$88,215,860 TY vs. \$91,323,882 LY; down -3.40%

Spirits Financial Activity YTD - FY 2026 vs FY 2025

Spirits Operating Profits - \$5,176,922 vs. \$5,547,885; down -6.69%

Spirits Profit Transfer - \$23,810,112 vs. \$27,016,818; down -11.87%

Budget to Actual Financial Performance

Director Luchini 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:

Director Luchini presented seventy-five (75) new products listings for November 2025. A motion was made by Commissioner Sheehan to approve all the items presented for listing; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Label/Package Changes: None

Value Added Packs/Seasonal Package: None

Rebates:

Director Luchini presented four (4) coupons/rebates for November 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.

Pine State Spirits:

- Sheila Gibbons reported on the following:
 - Holiday POS Racks
 - Holiday Cocktail Recipes
 - Holiday Recipes
 - Social Media Overview
 - Impressions – 89K
 - Engagement Rate – 2.2%
 - Link Referrals - 344
 - Total Meta (IG/FB) Followers 36,789
 - Top Instagram Content
 - Top Facebook Content
 - Pinterest Overview
 - Impressions – 25.9K
 - Engagement Rate – 7.4%
 - Link Referrals – 589
 - Total Audience – 20.3K
 - October App Content Trends
 - Top Recipe Favorited
 - Miss Cranberry's Paloma
 - Top Recipe
 - As Above So Below
 - Top Mood
 - Halloween
 - October 2025 Email Marketing

- Total Subscribers – 14,950
- 30% Average Open Rate Last Month
- Winning Campaign- Chillingly Good Prices Await – 30.4% Open Rate
- October In the Know Newsletter
 - 33.5% Open Rate
- Maine Spirits App
 - New Downloads - 1282
 - Total Downloads – 164,322
- BABLO Approved Planogram
 - Agency Store Resets in October: 10 Independent Agency Stores and 24 Big Apple Locations
 - New Items Added to Resets: Big Apple and Independents -568
 - Discontinued Items Removed from Resets: Big Apple and Independents- 598
 - Linear Feet Added to Agency Stores: 1 Independent Agency Store Added 31 Feet
 - Number of Business Reviews Conducted for October- 28
- Maine Life segment – Holly Jolly Martini

Other Business: None

Public Comments: None

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

The January 2026 meeting is tentatively scheduled for Tuesday, January 13, 2026, at 10:00 A.M.

Lottery Operations:

Director Louis Luchini reported that the Mega Millions draw winner was in Georgia with a \$980 million win.

Director Boardman reported that there have been two second-tier prize winners on Lucky for Life; these were won on October 28th in Bath and November 1st in Auburn.

Draw Sales FY26 \$34,631,714; FY25 \$23,291,306; up \$11,340,408 or up 48.69%

- Fast Play Sales FY26 \$7,379,886; FY25 \$7,150,885, up \$229,001 or up 3.20%
- Instant Sales FY26 \$114,211,989; FY25 \$116,555,388, down -\$2,343,399 or down -2.01%
- Total Combined Sales FY26 \$156,223,589; FY25 \$146,997,579 up \$9,226,010 or up 6.28%

Lottery Profit Transfer to General Fund

- October Actual FY26 \$6,251,257; \$712,795 to Budget; or up 12.87%

- YTD Actual FY26 \$30,266,203; \$6,727,740 to Budget or up 28.58%
- Year over year, lottery profit transfers to the General Fund are up 24.43%

Profit Transfer to Outdoor Heritage Fund

- October Actual FY26 \$95,111; up \$33,573 to budget; or up 54.56%
- YTD Actual FY26 \$193,050; down -\$68,487 to budget; or down -26.19%

New Business: Adoption of Millionaire for Life Rules

A motion was made by Commissioner Sheehan to adopt the Millionaire for life rules. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Old Business: None

Approval of New Games:

Calvin Rinck presented two (2) new games for approval.

- (\$2) ELECTRIC 8'S
- (\$5) CA\$H BLA\$T

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Report on Tri-State Activities

Commissioner Julie Sheehan reported on the tri-state meeting in Burke Vermont, where the Tri-State audit was approved along with the budget for the year.

Calvin Rinck reported there were some ideas of possibly having a tri-state ticket in the future.

Tri-state will be meeting again on January 9th in Concord New Hampshire.

Report From Scientific Games

Greta Larson presented the following:

- Recent Winner Highlights
- November New Games
- Instant Ticket
 - (\$3) LEAP FOR LOOT
 - (\$5) SILVER 7'S

- (\$10) 25X THE WIN
- Ongoing Promotions
 - Jurassic Park
 - New England Patriots
 - Skee-Ball
- New Promotions
 - Snowflake Surprise Prize Package
 - Twinkle Treats Prize Package
 - Frosty Finds Prize Package
- First Ticket Entered Report October 2025
 - First Ticket Entered Month-Over-Month
 - First Ticket Entered Year-Over-Year
- RewardME: Tickets Entered & Tickets Entered Value
 - September 2025: Month-Over-Month & Year-Over-Year
 - October 2025: Month-Over-Month & Year-Over-Year
- Tri-State Megabucks : HALL-O-WIN Performance Recap
- Upcoming System Promotions
 - Thanks WINning – November 24-26, 2025
 - Purchase a Pick 3 or Pick 4 ticket with four or more draws for a chance to win \$25 instantly
 - Mega Friday – Feast of \$40's - November 28, 2025, ONLY
 - Purchase a Tri-State Megabucks ticket of \$4 or more for your chance to win \$40 instantly
- The Maine Lottery Minute - YouTube Performance Snapshot
 - October 2025 – Increase of 35+ Subscribers

Report From Fuseideas

Steve Mason reported on the following:

- October 2025: Advertising Overview
 - New England Patriots 10/13-11/2
 - TV, Radio, POS, Digital
 - Tri-State Megabucks 40th Anniversary 10/13-11/9
 - TV, Radio, Social Media
- November and December 2025: Advertising Overview
 - SKEEBALL 11/3 – 9 & 12/1 - 7
 - Radio, Social Media
 - Holiday 2025 – Frosty Cheer Promotion - Second Chance (aka Ugly Sweater) 11/10 – 30 & 12/8 – 28
 - TV, Radio, POS, Digital, Social Media
- FY 26 Q2 Proposed Messaging Plan

Other Business: None

Public Comments: None

Adjournment:

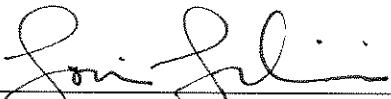
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There being no further business, Commissioner Fitzgerald adjourned the meeting at 11:25 a.m.



Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission



Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations