

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, January 14, 2025

Virtual Component using Zoom

Call to Order:

Commission Chair Fitzgerald called the meeting to order at approximately 10:01 A.M.

Roll Call

Commissioners in Attendance: Chair Elizabeth Fitzgerald, Julie Sheehan, Stacey Fitts, Kim Monaghan, John Schneck.

BABLO/DAFS Staff in Attendance:

Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director; Lisa Rodrigue, Lottery Marketing Manager; Daniel Meaney, Lottery Games Manager; Niall Breen, Operations/Security Supervisor; Judy Thomas, Marketing Specialist; Terry Meehan, Financial Analyst; Philip Mantis, Department of the Attorney General; Jennifer Griffin, DAFS; Geo Burdo, DAFS; Deanna Lefebre, DAFS; Nicholle Clark, Liquor Operations Associate and Acting Clerk of the Commission

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons and Tammy Tyler

Scientific Games in attendance (Lottery portion only): Renee Loring and Greta Cerce

Fuseideas in attendance (Lottery portion only): Steve Mason

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the December 10, 2024, meeting be approved. A motion was made by Commissioner Schneck to accept the minutes; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Director's Report. Director Luchini reported on Larry Sanborn's retirement and Devon Cook's appointment to Acting Manager of Liquor Licensing and Enforcement.

Director Luchini also updated the Commission that the TTB added new standards of fill, which will add 14 new sizes for spirits. This rule will be effective January 10, 2025.

Director Luchini reported on December 2024 sales as follows:

Sales Report for December:

- Shipping days: 22 TY vs. 20 LY
- Cases Sold were 133,302 TY vs. 125,884 LY; up 5.89%
- Dollar Sales were \$23,940,444 TY vs. 22,019,327 LY; up 8.72%
 - Bailment collected \$245,198
 - Depletion Allowances \$1,199,941

Sales Report Year to Date:

- Cases sold YTD: 773,188 TY vs. 764,048 LY; up 1.20%
- Dollar sales YTD: \$135,294,681 TY vs. \$131,292,910 LY; up 3.05%
- Shipping days YTD: 131 TY vs. 128 LY
- Shipping days YTD: 131 TY vs. 128 LY
- Spirits Financial Activity Year to Date
 - Spirits Operating Profit- \$6,092,461 vs. \$5,663,881; +8.42%
 - Spirits Profit Transfer for December was \$6,055,893 vs. \$3,584,743; +68.94%

Acting Deputy Director Tracy Willett presented:

- Maine county case analysis
- Top 25 Agency Liquor Stores in 3 Month Case Sales Increase
- Maine Luxury Spirits 3 Month Trend

New Business: None

Old Business: None

New Product Listings:

Acting Deputy Willett presented 62 new products to be listed in January. A motion was made by Commissioner Sheehan to approve the 62 new 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 Packages: None

Label Changes: None

Rebates:

Acting Deputy Willett presented 23 rebates/coupons for January 2025. These rebates/coupons were all standard in nature. A motion was made by Commissioner Schneck to approve 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:
 - Sip and Snack Recipes
 - Winter cocktails and recipes
 - December 2024 App Content Trends
 - December 2024 Social Media Performance
 - Facebook Reach- 199,257
 - Facebook Engagement - 22,149
 - Instagram Reach- 26k
 - Instagram Engagement - 1,685
 - December 2024 Top Social Post
 - December 2024 Email Marketing – 30% open rate
 - December 2024 In the Know Newsletter - 35% open rate
 - Maine Spirits App – Launched January 2018, Total Downloads – 148,968; New Downloads – 3,857
 - December push notifications results
 - December Happy Hour Videos
 - December Katya Videos
 - 2025 Limited Release Lottery opening February 10, 2025

Other Business: None

Public Comments: None

The next Commission Meeting is scheduled for Tuesday, February 11, 2025, at 10:00 A.M.

The March 2025 meeting is tentatively scheduled for Tuesday, March 11, 2025, at 10:00 A.M.

Lottery Operations

Director Luchini reported that the Lottery is now live with Double Play and has been going well. Director Luchini also reported that the Lottery had a big Mega Millions Jackpot around Christmas and New Years so that helped with the number of sales.

Director Luchini reported on the following YTD (through December 28, 2024) sales as follows:

- Draw Sales FY 25 \$35,744,397; down \$12,372,301 from FY24, or -25.71%
- Fast Play Sales FY 25 \$10,439,525; up \$3,284,336 from FY24, or 45.90%
- Instant Sales FY 25 \$166,593,260; up \$1,992,679 from FY24, or 1.21%
- Total Combined Sales FY25 \$212,77,182; down \$7,095,286 from FY24; or -3.23%
- Lottery Profit Transfer to General Fund
 - December \$7,648,330
 - YTD Actual FY25 \$38,418,592; up \$3,418,594 from budget, or up 9.77%
- Profit Transfer to Outdoor Heritage Fund
 - December \$36,107
 - YTD Actual \$173,724; Down \$226,274 from budget, or down -56.57%

New Business:

Mega Millions Rulemaking: Chapter 40, Mega Millions Rules

Deputy Director Boardman presented the following basis statement for changes to the Mega Millions rules. “The Mega Millions lottery game is changing several attributes of the game in Maine in 2025, including the game matrix, price point, prizes, starting jackpot, and multiplier features. The Current rules must be amended to conform to these changes schedule to take place in April 2025.”

A motion was made by Commissioner Sheehan that the commission approve the basis statement as presented for the changes for the Mega Millions game rules and direct the Bureau to commence with the rule making process. The motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Old Business: None

Approval of New Games:

Marketing Manager Lisa Rodrigue presented five (7) new games for approval.

- (\$1) SUNNY MONEY
- (\$2) PINBALL PAYOUT
- (\$2) BASEBALL
- (\$5) \$500 CASH IN
- (\$5) CROSSWORD BONUS

- (\$10) CASH TIMES 10
- (\$25) \$100 OR \$250

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 there will be a meeting on February 14, 2025, for Tri-State. She also stated Tri-State is starting to plan their spring meeting that will take place in early May, either the 7th or the 9th. Lisa Rodrigue reported that it will be Tri-States 40th anniversary in September.

Report From Scientific Games

Greta Cerce presented on behalf of Scientific Games. Greta presented the upcoming instant game and Fast Play game launches for January and February. She also presented on the recent winners ranging from \$30,000 to \$500,000. She also reported on the RewardME campaign. Greta reported that the 5th episode of the Lotte Minute launched on January 10th.

Report From Fuseideas

Steve Mason presented an update for Fuseideas. Steve reported on the November and December holiday campaign that ran November 11th through December 25th, that ran on TV, radio, POS, and digitally. He also reported on the Cash POP campaign on December 26th through February 2nd, 2025, and February 10th through February 23rd, 2025. Steve reported January and February Powerball double play that will run January 5th through February 2nd and February 10th through February 23rd.

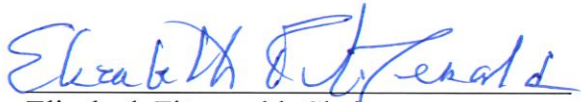
Other Business: None

Public Comments: None

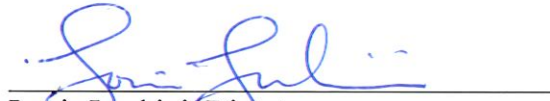
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Adjournment: The meeting adjourned at 12:07.

A handwritten signature in blue ink, reading "Elizabeth Fitzgerald", written over a horizontal line.

Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission

A handwritten signature in blue ink, reading "Louis Luchini", written over a horizontal line.

Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations