

## **Maine State Liquor and Lottery Commission**

### **Minutes of Meeting**

Tuesday, February 11, 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, 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; Judy Thomas, Marketing Specialist; Terry Meehan, Financial Analyst; Philip Mantis, Department of the Attorney General; Jennifer Griffin, DAFS; Geo Burdo, DAFS; Deanna Lefebvre, 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): 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 January 14, 2025, meeting be approved. A motion was made by Commissioner Schneck 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's Report.

Director Luchini introduced new staff members to the Maine State Liquor and Lottery Commission, including Devin Cook as the Acting Manager of the Liquor Licensing and Enforcement Division: Liquor Inspectors Nathan Loubier, Ashley Gooden, Mike Hersey, Tim Roy, Steve Spencer, Theresa Chen, Nick Ashby, and Mike Verhar. The team is now fully staffed after a long period of hiring challenges. Director Luchini also mentioned the

recent launch of the spirits lottery, which allows consumers and liquor licensees to enter for a chance to buy a rare bottle.

Director Luchini reported on January sales as follows:

**Sales Report for January:**

- Shipping days: 22 TY vs. 22 LY
- Cases Sold were 94,639 TY vs. 96,532 LY; down -1.96%
- Dollar Sales were \$16,470,176 TY vs. \$16,665,572 LY; down -1.17%
  - Bailment collected \$257,659
  - Depletion Allowances \$1,720,841

**Sales Report Year to Date:**

- Cases sold YTD: 867,827 TY vs. 860,580 LY; up 0.84%
- Dollar sales YTD: \$151,764,857 TY vs. \$147,958,483 LY; up 2.57%
- Shipping days YTD: 153 TY vs. 150 LY
- Spirits Financial Activity Year to Date
  - Spirits Operating Profit- \$5,348,443 vs. \$5,497,927; -2.72%
  - Spirits Profit Transfer for January was \$5,129,704 vs. \$8,037,672; -36.18%

Acting Deputy Director Tracy Willett presented:

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

**New Business:** None

**Old Business:** None

**New Product Listings:**

Acting Deputy Willett presented 25 new products to be listed in February. A motion was made by Commissioner Schneck to approve the 25 new items presented for listing; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**Value Added Packages:**

Acting Deputy Willett presented 1 value added pack to be listed in February. A motion was made by Commissioner Schneck to approve the value added pack 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.

**Label Changes: None**

**Rebates:**

Acting Deputy Willett presented 35 rebates/coupons for February 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
  - 2024 App Contest Trends
  - January 2025 App Content Trends
  - January 2025 Social Media Performance
    - Facebook Reach- 223.5K
    - Facebook Engagement – 22,149
    - Instagram Reach- 32.9K
    - Instagram Engagement - 1,742
  - January 2025 Top Social Post
  - January push notifications results
  - January 2025 Email Marketing – 32% open rate
  - January 2025 In the Know Newsletter - 29% open rate
  - Maine Spirits App – Launched January 2018, Total Downloads – 150,281; New Downloads – 1,313
  - January Happy Hour Videos
  - January Katya Videos
  - 2025 Limited Release Lottery opened February 10, 2025, and will close at noon on February 20, 2025

**Other Business: None**

**Public Comments:** None

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

The April 2025 meeting is tentatively scheduled for Tuesday, April 8, 2025, at 10:00 A.M.

**Lottery Operations**

**Directors Report**

Director Luchini reported that the Lottery is now live with Double Play and We've seen a 14% increase in Powerball sales. He also reported that promotion at the end of January, and that it upped overall sales by about 60% compared to a comparable jackpot. Director Luchini stated he will be headed to Concord on Friday for a tri-state meeting. Lastly, Director Luchini went over the preliminary list of bill titles that the revisor's office has provided.

Director Luchini reported on the following YTD (through February 1, 2025) sales as follows:

- Draw Sales FY 25 \$41,843,621; down \$12,798,969 from FY24, or -23.42%
- Fast Play Sales FY 25 \$12,445,068; up \$3,715,071 from FY24, or 42.56%
- Instant Sales FY 25 \$192,573,521; down \$88,949 from FY24, or -0.05%
- Total Combined Sales FY25 \$246,862,210; down \$9,172,847 from FY24; or -3.58%
- Lottery Profit Transfer to General Fund
  - January \$5,315,713
  - YTD Actual FY25 \$43,734,305; up \$3,349,692 from budget, or up 8.29%
- Profit Transfer to Outdoor Heritage Fund
  - January \$70,689
  - YTD Actual \$244,413; Down \$217,123 from budget, or down -47.04%

**New Business:**

Approval of the Bureau's Calendar year annual report.

Director Luchini presented the annual report of the Bureau of Alcoholic Beverages and Lottery Operations to the Commission for approval.

A motion was made by Commissioner Schneck that the commission approve the Bureau's Calendar year annual report. The motion was seconded by Commissioner Sheehan. 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 (4) new games for approval.

- (\$1) EASY MONEY
- (\$2) BIG MONEY SPECTACULAR
- (\$5) \$100,000 STACKS OF CASH
- (\$10) BLAZING BUCKS

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.

**Report From Scientific Games**

Greta Cerce presented on behalf of Scientific Games. Greta reported that they had the systems promotions meeting in January on the 13<sup>th</sup>.

Greta presented the upcoming instant games and Fast Play game launches for February and March. Greta also went over the recent winners with prizes ranging from 20,000 to 500,000. She went over the points for drawings prizes which included a day at the lake bundle and a gaming essentials bundle.

Greta stated that on February 14<sup>th</sup> between 6am and 8pm if you purchase a Pick 3 or Pick 4 ticket you are entered to win \$20 instantly. Greta also reported that a new episode of The Lottery Minute is out now.

**Report From Fuseideas**

Steve Mason presented an update for Fuseideas. Steve reported on the Cash POP Campaign and how they are still promoting it on TV, radio and digital. He also reported that they have been generally promoting Powerball double play but also had a week of dedicated radio during the system promotion.

Steve stated that the lottery approved going back on air with Tri-State Megabucks. This will be advertised on TV, radio and digital between March 3<sup>rd</sup> through March 23<sup>rd</sup>.

Steve reported that they are going to bring Fast Freddie back for Fast Play commercials.

Steve reported January and February Powerball double play that will run January 5<sup>th</sup> through February 2<sup>nd</sup> and February 10<sup>th</sup> through February 23<sup>rd</sup>.

**Other Business:** None

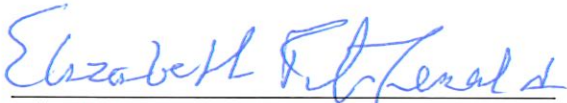
**Public Comments:** None

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There being no further business, Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Fitts.

**Adjournment:** The meeting adjourned at 11:20.

  
Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission

  
Louis Luchini, Director  
Bureau of Alcoholic Beverages & Lottery Operations