

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, April 14, 2026

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 (remote); Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director (remote); Devon Cook, Division Manager of Liquor Licensing and Enforcement; Sara Morey, Liquor Licensing and Tax Supervisor; Calvin Rinck, Lottery Marketing Manager; Kevin Gagnon, Lottery Field Rep. Supervisor (remote); Niall Breen, Operations/Security Supervisor (remote); Nicholle Clark, Clerk of the Commission; Philip Mantis, Department of the Attorney General; Jennifer Griffin, DAFS (remote)

Pine State Spirits in attendance: Sheila Gibbons, Don Potter and Tammy Tyler

Scientific Games in attendance: Greta Larson and Ben Hardin

Fuseideas in attendance: Steve Mason

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the corrected minutes of the February 10, 2026, meeting and the minutes for the March 10, 2026, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Division Manager Devon Cook introduced Sara Morey as the new Liquor Licensing and Tax Supervisor. Director Luchini provided a Legislative Update. Director Luchini reported the rule making has been posted for the adoption of chapters 104 and 107. He also reported on two open rulemakings for chapter 2 and chapter 5, related to the spirits pricing process and appeal process. There will be a public hearing for the chapter 2 rule on Friday, April 17 at BABLO.

Director Luchini reported on March 2026 sales as follows:

Sales Report for March:

- Shipping days: 22 TY vs. 21 LY
- Cases Sold were 96,594 TY vs. 93,662 LY; up 3.13%
- Dollar Sales were \$16,532,916 vs. \$16,260,240 LY; up 1.68%

Sales Report YTD:

- Shipping days YTD: 194 TY vs. 194 LY
- Cases sold YTD: 1,023,609 TY vs. 1,060,402 LY; down -3.47%
- Dollar sales YTD: \$176,834,978 TY vs. \$184,852,090 LY; down -4.34%

Spirits Financial Activity - FY 2026 vs FY 2025

- Spirits Operating Profits - \$4,437,714 vs. \$4,302,891; up 3.13%
- Spirits Profit Transfer - \$6,011,026 vs. \$6,133,543; down -2.00%

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

New Business: None

Old Business: None

New Product Listings:

Acting Deputy Director Tracy Willett presented sixty-eight (68) New Products to be listed in April 2026. A motion was made by Commissioner Schneck to approve the new 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.

Label Changes:

Acting Deputy Director Tracy Willett presented four (4) label changes for April 2026. 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 Packages:

Acting Deputy Director Tracy Willett presented seven (7) value added packs to be listed in April 2026. A motion was made by Commissioner Sheehan to approve the value-added

packs 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.

Coupons/Rebates:

Acting Deputy Director Tracy Willett presented forty-seven (47) Rebates/Coupons for April 2026. These rebates/coupons were all standard in nature. A motion was made by Commissioner Sheehan to approve these rebates/coupons; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Pine State Spirits:

Sheila Gibbons reported on the following:

- Spring Rack Art
 - Cocktail Recipes
 - Food Recipes
- Social Media Overview
 - Impressions – 94.6K
 - Engagement Rate – 2.2%
 - Link Referrals – 1,497
 - Total Followers 37,123
- Top Instagram Content
- Top Facebook Content
- March App Content Trends
- March 2026 Email Marketing
- March 2026 In the Know Newsletter
 - 13.6% Open Rate
- Maine Spirits App
 - New Downloads: 227
 - Total Downloads: 166,532
- Agency Store Report
 - Agency Store Resets: 20
 - New Items Added to Resets: 246
 - Discontinued Items Removed from Resets: 279
 - Linear Feet Added to Agency Stores: 30
 - Number of Business Reviews Conducted: 12

Other Business: **None**

Public Comments: **None**

The next Commission Meeting is scheduled for Tuesday, May 12, 2026, at 10:00 A.M.

The June 2026 meeting is tentatively scheduled for Tuesday, June 9, 2026, at 10:00 A.M

Lottery Operations

Director Louis Luchini reported that a new game, Millionaire for Life, had a successful launch.

The Director also provided a legislative update. Bill LD 2095 that would prohibit the bulk purchasing has passed and been signed by the Governor. Because this was emergency legislation, the law is effective immediately.

Draw Sales FY26 \$69,648,492; FY25 \$53,063,306; up \$16,585,186 or up 31.26%

Fast Play Sales FY26 \$14,767,188; FY25 \$16,109,163; down (\$1,341,975) or down -8.33%

Instant Sales FY26 \$242,332,342; FY25 \$238,232,383; up \$4,099,959 or up 1.72%

Total Combined Sales FY26 \$326,748,022; FY25 \$307,404,852; up \$19,343,170 or up 6.29%

Lottery Profit Transfer to General Fund

- March Actual FY26 \$5,462,160, (\$537,840) to budget; or down -8.96%
- YTD Actual FY26 \$62,433,396, \$3,933,396 to budget or up 6.72%

Profit Transfer to Outdoor Heritage Fund

- March Actual FY26 \$86,264; up \$24,726 to budget; or up 40.18%
- YTD Actual FY26 \$559,539; down (\$40,458) to budget; or down -6.74%

New Business:

Approval of Lottery Contract Extension:

Director Luchini requested the Commission approve a one-year extension to the Lottery contract. The additional year would allow BABLO time to complete the RFP, allow sufficient time for bidders to analyze and respond to the RFP, and provide time for the RFP team to evaluate bids and make an award. It would also ensure the awarded bidder has approximately one year for the system conversion process. The goal is to ensure the RFP process is competitive.

A motion was made by Commissioner Schneck to approve the one-year Lottery Contract Extension; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Approval of Rulemaking, Millionaire for Life and Powerball X's and O's:

Director Luchini explained that the Regulatory Agenda had been amended to include rulemaking for Powerball X's and O's. Deputy Director Boardman explained the rulemaking process for the two games.

A motion was made by Commissioner Sheehan to begin the Rulemaking process for Millionaire for life and Powerball X's and O's; the motion was seconded by Commissioner Schneck. 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 five (5) New Games for approval.

- (\$1) GRAB A GRAND
- (\$1) 7-11-21®
- (\$3) GONE SQUATCHIN'
- (\$5) CROSSWORD
- (\$10) COOL \$1,000S

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

Report on Tri-State Activities

Calvin Rinck reported on the following:

The next Tri-State Conference will be held June 03-05 at the Spruce Point Inn in Boothbay, Maine. There will be five (5) speakers that are scheduled to present.

- Five (5) speakers are scheduled to present
 - Aristocrat Interactive
 - Danny Bogus
 - Ethan Bondar Consulting
 - Intralot
 - Scientific Games
- For Scientific Games and Intralot, the topic of discussion will include:
 - Details Matter – What new ways can Pick 3, Pick 4, Gimme 5, Megabucks and Fast Play be presented to appeal to players in a world where the demand for bigger, faster, more continues to grow? How do we ensure that our local games

remain relevant in an increasingly complicated environment? Are there visibility enhancement opportunities, new messaging, game changes, or positioning opportunities that Tri-State should consider?

- For the other presenters, the topic of discussion will include:
 - The Things That Go Bump in the Night - What is happening in the industry that as a lottery we should be keeping an eye on? What are those hidden risks, emerging threats, or industry disruptors that should give us pause? A variety of topics are available including but not limited to AI Predictive Wagering, jackpot fatigue upsurge, less foot traffic at retail/increase in online, security threats, or even staying ahead on the cyber security front.

Tri-State Game Update(s):

- Jurassic Park
 - Drawing will be held on Wednesday, July 22 in New Hampshire. Winning players will travel to Hawaii in November 2026
- Skee Ball
 - Drawing and event will be held August 18-20 in New Hampshire. Winning players will have the chance to win \$25,000 and will attend a concert performed by Recycled Percussion
- New England Patriots
 - Contract and discussions are ongoing. Anticipated the game will go on sale in Maine August 06, 2026. Vermont also plans to launch in August and New Hampshire plans to launch in September.

Report From Scientific Games

Greta Larson presented the following:

- Recent Winner Highlights
- RewardME: Tickets Entered & Tickets Entered Value
- First Ticket Entered Report February 2026
 - First Ticket Entered Month-Over-Month
 - First Ticket Entered Year-Over-Year
- Ongoing Promotions
- System Promotion Performance
 - Millionaire for Life
- Systems Promotion Performance: Maple Money
 - During the promotion period, combined Pick 3 and Pick 4 sales increased by +22.9% compared to the same period the prior week.

- Saturday sales (*first day of promotion*) increased +25.9% over the Saturday prior.
- Sunday sales (*second day of promotion*) increased +19.9% over the Sunday prior.
- Upcoming Systems Promotions
 - Gimme 5 - April 12-18
 - Purchase a Tri-State Gimmie 5 ticket of \$5 or more on a single ticket for the chance to win \$50 instantly
 - Mud \$eason Money – April 19-30
 - Purchase a Megabucks ticket of \$4 or more for the chance to win \$40 instantly
- The Maine Lottery Minute - YouTube Performance Snapshot

Report From Fuseideas

Steve Mason reported on the following:

- February, March and April 2026
 - Millionaire For Life Launch
 - Responsible Gaming
 - Tri-State Megabucks 40th Anniversary
- May 2026
 - Powerball NASCAR Promotion
- Campaigns and Projects in Planning and Development
 - Jurassic Park Promotion Radio – May/June
 - Fast Play Campaign – June
 - Cash POP Campaign– August
 - Tri-State New England Patriots Instant Ticket Campaign – August
 - Powerball Xs & Os Introduction Campaign - September
 - Friends Instant Ticket Campaign – September
 - Holiday 2026 Campaign – October/November
- FY 26 Q4 Proposed Messaging Plan
- FY27 Q1 Messaging Plan

Other Business: None

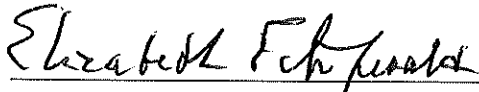
Public Comments: None

Adjournment:

The next Commission Meeting is scheduled for Tuesday, May 12, 2026, at 10:00 A.M.

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There being no further business, Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Fitts. Commissioner Fitzgerald adjourned the meeting at 12:00 P.M.



Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission



Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations