

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, August 11, 2026, 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, Kimberly Monaghan and Stacey Fitts

BABLO/DAFS Staff in Attendance:

Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director; Calvin Rinck, Lottery Marketing Manager; Nicholle Clark, Clerk of the Commission; Adria Velozo, Secretary Associate; Philip Mantis (remote), Department of the Attorney General; Terrance Meehan, Financial Analyst; Jennifer Griffin, Senior Staff Accountant; Niall Breen, Operations/Security Supervisor

Pine State Spirits in attendance: Sheila Gibbons, Don Potter, Tammy Tyler (remote) and Sarah Stanley

Scientific Games in attendance: Ben Hardin

Fuseideas in attendance: Steve Mason (remote)

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of July 14, 2026, meetings be approved. A motion was made by Commissioner Sheehan 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 Luchini provided updates on the new listing fee and label registration portal, which is working well and will be modified to comply with DEP regulations by adding label renewal and UPC change capabilities. The Director announced that all Maine product labels will eventually be listed on a public website through a new commingling cooperative, with contract negotiations underway for an administrator to manage the program and launch full commingling by the end of October. The fiscal year 2026 results showed revenue of over \$61 million, with \$7 million going to the general fund and \$54 million to the highway fund. The conversation ended with financial performance data for July 2026, reporting 147,272 cases sold (a 2.65% decrease year after year)

and \$24,742,689 in dollar sales (a 3.93% decrease), with year-to-date figures still being presented. Under nonrelated items, Nicolle Clark will be leaving the BABLO team, and this will be her last meeting. She is going to be missed, and we wish her all the best in her future endeavors

Director Luchini reported on June 2026 sales as follows:

Sales Report for June:

- Shipping days: 23 TY vs. 23 LY
- Cases Sold were \$147,272 TY vs. \$151,284 LY; down (\$4,013) or -2.65%
- Dollar Sales were \$24,742,689 TY vs. \$25,754,585 LY; down (\$1,011,896) or -3.93%

Sales Report YTD:

- Shipping days YTD: 23 TY vs. 23 LY
- Cases sold YTD: 147,272 TY vs. 151,284 LY; down (\$4,013) or -2.65%
- Dollar sales YTD: \$24,742,689 TY vs. \$25,754,585 LY; down (\$1,011,896) or -3.93%

Spirits Financial Activity - FY 2027 vs FY 2026

- Spirits Operating Profits - \$6,253,841 vs. \$6,223,772; down (-0.48%)
- Spirits Profit Transfer - \$4,363,270 vs. \$4,675,242; up 7.15%
 - First \$7 Million of profit each year is transferred to the General Fund with the remainder going to the Highway fund

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 seventy-seven (77) new products to be listed in August 2026. A motion was made by Commissioner Sheehan to approve the new 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 Changes:

Acting Deputy Director Tracy Willett presented one (1) label change for August 2026. A motion was made by Commissioner Sheehan to approve the item 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.

Value Added Packages:

Acting Deputy Director Tracy Willett presented twenty-seven (27) value added pack to be listed in August 2026. A motion was made by Commissioner Sheehan to approve the value-added pack 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.

Coupons/Rebates:

Acting Deputy Director Tracy Willett presented ten (10) rebates/coupons for August 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 Report:**Sheila Gibbons reported on the following:**

- Summer POS Rack Art
 - Cocktail Recipes
 - Food Recipes
- META Overview
 - Meta Impressions – 1.14M
 - Organic Engagement Rate – 2.3%
 - Link Referrals – 127
 - Total Followers 36,782
- Top Instagram Content
- Top Facebook Content
- July App Content Trends
- July 2026 Email Marketing
- In the Know – July Update
 - 44.2% Open Rate
- Maine Spirits App
 - New Downloads: 224
 - Total Downloads: 167,585

- Agency Store Report
 - Agency Store Resets: 4
 - New Items Added to Resets: 45
 - Discontinued Items Removed from Resets: 50
 - Linear Feet Added to Agency Stores: 0
 - Number of Business Reviews Conducted: 86

Other Business: None

Public Comments: None

The next Commission Meeting is scheduled for September 8, 2026, at 10:00 A.M.

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

Lottery Operations:

Director Luchini: The year has begun with some big jackpots in both Mega Millions and Powerball. He highlighted that fiscal year 2026 finished at the second highest general fund profit transfer ever for the Bureau, generating over \$83 million. Next week is Tri-State Ski-ball event in Hampton Beach, New Hampshire. Director Luchini and Calvin Rinck will be attending, and Calvin will be emceeing the event. This is associated with the Tri State Ski Ball Ticket Second Chance. In other updates, Nicholle Clark will be leaving the BABLO team. She is going to be missed, and we wish her the best in her future endeavors. Judy Thomas, the Lottery's Marketing Specialist, has also left the Bureau for another exciting job opportunity. Deputy Director Boardman presented County Sales data for the Fiscal year. Data included total sales by volume broken out by product type.

Director Luchini reported the following financial update:

Draw Sales FY27 \$8,125,964; FY26 \$6,740,512; up \$1,385,452 or up 20.55%

Fast Play Sales FY27 \$1,911,760; FY26 \$3,540,314; down \$(1,628,554) or down -46.00%

Instant Sales FY27 \$29,662,167; FY26 \$30,773,195; down \$(1,111,028 or down -3.61%

Total Combined Sales FY26 \$39,699,891; FY26 \$41,054,021; down \$(1,354,130 or down-3.30%

Lottery Profit Transfer to General Fund

- July Actual FY27 \$6,096,395; \$5,760,875 to budget; or up 5.82%
- YTD Actual FY27 \$6,096,395; \$5,760,875 to budget or up 5.82%

Profit Transfer to Outdoor Heritage Fund

- July Actual FY27 \$30,276; \$(31,262) to budget; or down -50.80%
- YTD Actual FY27 \$30,276; \$(31,262) to budget; or down -50.80%

New Business: None

Old Business: None

Approval of New Games:

Calvin Rinck presented two (2) New Game for approval.

- (\$20) \$500,000 Jackpot
- (\$3) Scrabble

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.

Tri-State Game Update(s):

- **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 at the Seashell
- Next meeting is September 11, 2027

Report From Scientific Games

Ben presented the following:

- \$2 Pumpkin spice payout scratch and sniff
- \$3 Wild Bingo
- \$5 NEW Patriots
- \$20 \$50,000 Fortune
- Checking tickets through the reward me app has more activity.
- RewardME: Tickets Entered & Tickets Entered Value
- First Ticket Entered Report – July 2026
 - First Ticket Entered Month-Over-Month
 - First Ticket Entered Year-Over-Year
- Promotion Results
 - July 0-11, 2026, LOTTO America promotion
 - Buy any Lotto America ticket with All Star Bonus to get a chance to win \$25 instantly

- Ongoing Promotions
 - Patriots
 - “Enter the New England Patriots second-chance drawing for a chance to win New England Patriots game day package.
 - Fast Play Promotion
 - Buy a \$10 Cash Blast Progressive Fast Play ticket or the chance to win one free
- Upcoming Promotion
 - Jackpot Party Fast Play-
 - Purchase a \$5 Jackpot Party progressive Fast Play ticket for a chance to win one free

Report From Fuseideas

Steve Mason reported on the following:

- July 2026
 - Loteria – July
- August 2026
 - Cash POP Campaign 8/3-8/23
 - Tri-State New England Patriots Launch 8/3-8/23
- September 2026
 - Tri-State New England Patriots launch
 - Powerball X’s & O’s Launch
- Campaigns and Projects in Planning and Development
 - Powerball Xs & Os Introduction Campaign -- September
 - Holiday 2026 Campaign – October/November/December
 - Game Show Experience – December/January
 - Scrabble - December
 - Tri-State Support for Pick 3/Pick 4, Gimme5 & Megabucks - January
 - Fast & Furious Instant Ticket Campaign – Summer 2027
 - Friends Instant Ticket Campaign – Fall 2027
- FY 27 Q1 Messaging Plan
- FY 27 Q2 Messaging Plan

Other Business: None

Public Comments: None

Adjournment:

The next Commission Meeting is scheduled for September 8, 2026, at 10:00 A.M.

The October 2026 meeting is tentatively scheduled for Tuesday, September 8, 2026, at 10:00 A.M.

There being no further business, Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Sheehan. Commissioner Fitzgerald adjourned the meeting at 11:49 P.M.



Elizabeth Fitzgerald, Chair

Maine State Liquor & Lottery Commission



Louis Luchini, Director

Bureau of Alcoholic Beverages & Lottery Operations