

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

### **Minutes of Meeting**

Tuesday, December 9, 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.

Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director; Calvin Rinck, Lottery Marketing Manager; Kevin Gagnon, Lottery Field Rep. Supervisor; 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; Jennifer Griffin, DAFS; Deanna Lefebvre, DAFS; Geoffrey Burdo, DAFS

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

Scientific Games in attendance: Greta Cerce

Fuseideas in attendance: Steve Mason

#### **Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the November 18, 2025, meeting 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 reported on the agency store hearings held on November 21, 2025. Applicants were being considered and licenses should be issued within the next few weeks.

Director Luchini reported on November 2025 sales as follows:

#### **Sales Report for November:**

- Shipping days: 19 TY vs. 20 LY
- Cases Sold were 97,558 TY vs. 114,104 LY; down -14.50%

- Dollar Sales were \$16,964,575 vs. \$20,030,355 LY; down -15.31%
- Premium Tax \$214,215
- Bailment collected \$268,099
- Depletion Allowances \$921,887

**Sales Report YTD:**

- Shipping days YTD: 108 TY vs. 109 LY
- Cases sold YTD: 608,903 TY vs. 639,886 LY; down -4.84%
- Dollar sales YTD: \$105,180,435 TY vs. \$111,354,237 LY; down -5.54%

**Spirits Financial Activity - FY 2026 vs FY 2025**

- Spirits Operating Profits - \$3,895,626 vs. \$5,048,905; down -22.84%
- Spirits Profit Transfer - \$2,824,738 vs. 4,782,262; down -40.93%

**Budget for Actual Financial Performance**

Acting Deputy Director Tracy Willet 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 thirty-four (34) new products to be listed in December. A motion was made by Commissioner Fitts 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: None**

**Value Added Packs/Seasonal Package:**

Acting Deputy Director Tracy Willett presented one (1) Value Added Packs/Seasonal to be listed in December. A motion was made by Commissioner Sheehan to approve the Value-Added Packs/Seasonal 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.

**Quarterly Price Adjustments:**

Acting Deputy Director Tracy Willett presented one hundred and sixty-two (162) price adjustments for quarterly price changes. A motion was made by Commissioner Sheehan to accept the price changes; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

#### **Delisted Items:**

Acting Deputy Director Tracy Willett presented fifty (50) items for delisting. A motion was made by Commissioner Sheehan to approve the items for delisting; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

#### **Rebates:**

Acting Deputy Director Tracy Willett presented fourteen (14) rebates/coupons for December 2025. 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 Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

#### **Pine State Spirits:**

- Sheila Gibbons reported on the following:
  - Winter Rack Art
    - Holiday Cocktail Recipes
    - Holiday Recipes
  - Social Media Overview
    - Impressions – 65.8K
    - Engagement Rate – 2.3%
    - Link Referrals – 300
    - Total Meta (IG/FB) Followers 36,839
  - Top Instagram Content
  - Top Facebook Content
  - Top Organic Pinterest
  - November App Content Trends
    - Top Recipe Favorited
      - Pomegranate Salmon
    - Top Recipe
      - Blackberry Whiskey Lemonade
    - Top Mood
      - Fall Campaign Recipes
  - November 2025 Top Digital Ads

- November In the Know Newsletter
  - 29.2% Open Rate
- Maine Spirits App
  - New Downloads: 718
  - Total Downloads: 165,040
- BABLO Approved Planogram
  - Agency Store Resets in November
  - New Items Added to Resets: 183
  - Discontinued Items Removed from Resets: 180
  - Linear Feet Added to Agency Stores: Added 26 Feet
  - Number of Business Reviews Conducted for November: 56

**Other Business: None**

**Public Comments: None**

The next Commission Meeting is scheduled for Tuesday, January 13, 2026, at 10:00 A.M.

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

### **Lottery Operations**

Director Louis Luchini reported that the first group of Patriot game winners will be seeing this weekend's game in Foxborough Massachusetts.

Director Luchini also reported on the recent Tri-State Megabucks Jackpot winner. This ticket was sold at The Big Apple in Bath Maine.

**Draw Sales FY26 \$41,094,486; FY25 \$28,083,299; up \$13,011,187 or up 46.33%**

- Fast Play Sales FY26 \$8,768,720; FY25 \$8,852,584, down -\$83,864 or down -0.95%
- Instant Sales FY26 \$138,297,678; FY25 \$134,498,800, up \$3,798,878 or up 2.82%
- Total Combined Sales FY26 \$188,160,884; FY25 \$171,434,683, up \$16,726,201 or up 9.76%

### **Lottery Profit Transfer to General Fund**

- November Actual FY26 \$7,120,335; \$197,258 to budget; or up 2.85%
- YTD Actual FY26 \$37,386,538; \$6,924,998 to budget or up 22.73%
- Year over year, lottery profit transfers to the General Fund are up 21.50%

### **Profit Transfer to Outdoor Heritage Fund**

- November Actual FY26 \$58,587; down -\$18,336 to budget; or down -23.84%
- YTD Actual FY26 \$251,637; down -\$86,823 to budget; or down -25.65%

- Year over year, lottery profit transfers to the Outdoor Fund are up 82.85%

**New Business:** None

**Old Business:** None

### **Approval of New Games:**

Calvin Rinck presented one (1) new game for approval.

- (\$25) \$100 or \$250

A motion was made by Commissioner Sheehan 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.

### **Marketing Update**

Calvin Rinck reported on the Powerball NASCAR promotion that took place in Phoenix Arizona.

### **Report on Tri-State Activities**

Commissioner Julie Sheehan reported that the next Tri-state meeting will be on January 9th in Concord New Hampshire.

### **Report From Scientific Games**

Greta Larson presented the following:

- Recent Winner Highlights
- December New Games
  - (\$2) WINTER FAST CASH BINGO
  - (\$5) DOUBLE YOUR DOLLARS
  - (\$5) \$60,000 CASHWORD
- Ongoing Promotions
  - Jurassic Park
    - Enter for a chance to win a trip to Hawaii, where you can win up to \$1,000,000
  - New England Patriots
    - Enter the New England Patriots second chance drawing for a chance to win New England Patriots game day package
  - Skee-Ball
    - Enter non-winning SKEE-BALL instant tickets for a chance to attend the Tri-State SKEE-BALL event at Hampton Beach, where you can win up to \$25,000
  - Secret Santa's Fro\$ty Cheer

- “Enter any qualifying non-winning holiday instant ticket or eligible draw or fast play ticket for the chance to win 1 of 6 holiday prize packages”
- First Ticket Entered Report November 2025
  - First Ticket Entered Month-Over-Month
  - First Ticket Entered Year-Over-Year
- RewardME: Tickets Entered & Tickets Entered Value
  - October 2025: Month-Over-Month & Year-Over-Year
  - November 2025: Month-Over-Month & Year-Over-Year
- November’s Systems 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
- Upcoming Promotion
  - 12 Days of Winning – December 13-24, 2025
    - Buy any draw game ticket of \$5 or more on a single ticket for a chance to win \$25 instantly (does not apply to Fast Play)
- The Maine Lottery Minute - YouTube Performance Snapshot
  - November 2025 – Increase of 19 Subscribers

## **Report From Fuseideas**

Steve Mason reported on the following:

- November 2025: Advertising Overview
  - Tri-State Megabucks 40<sup>th</sup> Anniversary 10/13-11/9
    - TV, Radio, Social Media
  - Half Page Insert Advertisement - Holiday Print Gift Guide – 11/26
    - Portland Press Herald, Kennebec Journal, Lewiston Sun Journal and Waterville Sentinel
- November and December 2025: Advertising Overview
  - Holiday 2025 – Frosty Cheer Promotion - Second Chance (aka Ugly Sweater) 11/10 – 30 & 12/8 – 28
    - TV, Radio, POS, Digital, Social Media
- December 2025: Advertising Overview
  - New England Patriots – 12/1 – 12/7
    - Radio, POS
  - Holiday Ticket Promotion – 12/13 – 24
    - Radio

- January 2026: Advertising Overview
  - New England Patriots – 12/30 – 1/18
    - TV, POS
  - Holiday Frosty Cheer – 1/1/ - 1/25
    - Radio
- February 2026: Advertising Overview
  - Millionaire for Life Launch – 2/22
    - Multi-Media Campaign
- FY 26 Q2 and Q3 Proposed Messaging Plan

**Other Business:** None

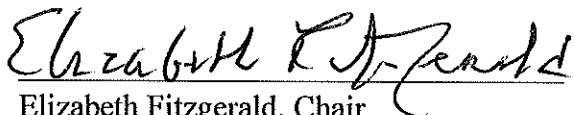
**Public Comments:** None


**Adjournment:**

The next Commission Meeting is scheduled for Tuesday, January 13, 2026, at 10:00 A.M.

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

There being no further business, Commissioner Fitts made a motion to adjourn; the motion was seconded by Commissioner Sheehan. Commissioner Fitzgerald adjourned the meeting at 11:27 a.m.

  
 Elizabeth Fitzgerald, Chair  
 Maine State Liquor & Lottery Commission

  
 Louis Luchini, Director  
 Bureau of Alcoholic Beverages & Lottery Operations