

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, February 10, 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, Kim Monaghan, Stacey Fitts, John Schneck.

BABLO/DAFS Staff in Attendance:

Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director; Devon Cook, Division Manager of Liquor Licensing and Enforcement; Calvin Rinck, Lottery Marketing Manager; Kevin Gagnon, Lottery Field Rep. Supervisor; Niall Breen, Operations/Security Supervisor; Judy Thomas, Marketing Specialist; Nicholle Clark, Clerk of the Commission; Terry Meehan, Financial Analyst; Philip Mantis, Department of the Attorney General; Susan Spencer, DAFS; Jennifer Griffin, DAFS; Deanna Lefebvre, DAFS

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

Scientific Games in attendance: Greta Cerce, Renee Loring and Ben Hardin

Fuseideas in attendance: Steve Mason

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the January 13, 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:

Director Luchini reported on the ongoing rulemaking changes to chapter 104 and 107 which is currently under legal review. Director Luchini also reported on rulemaking for the pricing of spirits to make clarifications on the elements of the pricing formula and for a pricing appeals process. Director Luchini also reported that in March he and Division Manager Devon Cook will be presenting on a panel at the New England Craft Brew Summit in March. Director Luchini and Devon Cook presented the report on Direct Shipment of Wine, that will be presented to the Veterans and Legal Affairs Committee.

Director Luchini reported on January 2026 sales as follows:

Sales Report for January:

- Shipping days: 21 TY vs. 22 LY
- Cases Sold were 89,419 TY vs. 94,639 LY; down -5.52%
- Dollar Sales were \$15,287,558 vs. \$16,470,176 LY; down -7.18%

Sales Report YTD:

- Shipping days YTD: 152 TY vs. 153 LY
- Cases sold YTD: 827,484 TY vs. 867,827 LY; down -4.65%
- Dollar sales YTD: \$143,568,987 TY vs. \$151,764,857 LY; down -5.40%

Spirits Financial Activity - FY 2026 vs FY 2025

- Spirits Operating Profits - \$5,198,774 vs. \$5,348,443; down -2.80%
- Spirits Profit Transfer - \$5,007,359 vs. \$5,129,704; down -2.39%

Budget to 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: Spirits Pricing Review

Director Luchini presented the Commission with the spirits pricing review, which will also be presented to the Veterans and Legal Affairs Committee. As a result of the internal review, public hearing and submitted public comments, the Director made a recommendation to remove the “value markup” from the current pricing formula. A motion was made by Commissioner Sheehan to approve the Spirits Pricing Review and the recommendation that the Bureau remove the value markup in making its pricing recommendations; 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

New Product Listings:

Acting Deputy Director Tracy Willett presented fifty-six (56) New Products to be listed in February. A motion was made by Commissioner Sheehan to approve the 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.

Label Changes: None

Value Added Packages: None

Coupons/Rebates:

Acting Deputy Director Tracy Willett presented eleven (11) Rebates/Coupons for February. 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:
 - Winter Rack Art-Appres Ski
 - Winter Cocktail Recipes
 - Winter Food Recipes
 - Social Media Overview
 - Impressions – 81.9K
 - Engagement Rate – 2.3%
 - Link Referrals – 494
 - Total Meta (IG/FB) Followers 36,961
 - Top Instagram Content
 - Top Facebook Content
 - January App Content Trends
 - Top Recipe Favorited
 - Top Recipe
 - Top Mood
 - January 2026 In the Know Newsletter
 - 17.3% Open Rate
 - Maine Spirits App
 - New Downloads: 264
 - Total Downloads: 166,228
 - January Agency Store Report
 - Agency Store Resets: 3
 - New Items Added to Resets: 103
 - Discontinued Items Removed from Resets: 96
 - Linear Feet Added to Agency Stores: 0
 - Number of Business Reviews Conducted: 43

Other Business: Acting Deputy Director Tracy Willett asked to recognize Gary Duncklee from RNDC, LLC. Gary retired as of February 6, 2026, after over 40 years in the industry. Gary took the opportunity to say goodbye to Bureau staff, the Commission and his colleagues.

Public Comments: None

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

The April 2026 meeting is tentatively scheduled for Tuesday, April 14, 2026, at 10:00 A.M.

Lottery Operations

Director Louis Luchini reported that there will be a new game coming out in February called Millionaire for Life, that will be replacing Lucky for Life. This will go live on the 22nd of February.

Director Luchini also reported on legislative updates - including a new bill to prohibit bulk purchasing of lottery tickets and to provide enhanced rulemaking authority to the Commission around bulk purchasing. This bill is still waiting to be scheduled for a work session.

Draw Sales FY26 \$58,174,613; FY25 \$41,843,621; up \$16,330,992 or up 39.03%

- Fast Play Sales FY26 \$11,770,115; FY25 \$12,445,068, down -\$674,953 or down 5.42%
- Instant Sales FY26 \$191,874,351; FY25 \$188,540,821, up \$3,333,530 or up 1.77%
- Total Combined Sales FY26 \$261,819,079; FY25 \$242,829,510, up \$18,989,569 or up 7.82%

Lottery Profit Transfer to General Fund

- January Actual FY26 \$5,942,338; -\$1,557,663 to budget; or down -20.77%
- YTD Actual FY26 \$52,103,523; \$5,603,523 to budget or up 12.05%

Profit Transfer to Outdoor Heritage Fund

- January Actual FY26 \$63,516; down -\$13,407 to budget; or down -\$17.43%
- YTD Actual FY26 \$386,395; down -\$90,526 to budget; or down -18.98%

New Business: Approval of BABLO's Fiscal Year Report

Director Luchini presented the report, highlighting key financial figures and explaining the changes and processes involved. The report showed continued growth in revenue and profits.

A motion was made by Commissioner Sheehan to accept the BABLO Fiscal Year Report; 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 four (4) New Games for approval.

- (\$3) WORD GAMES
- (\$5) RED HOT RICHES
- (\$5) \$100,000 EMERALD GREEN
- (\$10) \$50 OR \$100

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.

Marketing Updates

Lottery Marketing Manager Calvin Rinck reported on the new Millionaire for Life game-- There will be new updated digital, TV, radio, social media, website and rules for this game.

Calvin Rinck also reported on the Patriots game-- This game will still be going on for a little longer as there will still be a draw for 30 players to go to a game next season in Foxborough. He also reported on the Jurassic Park game – Maine is working with New Hampshire to set the final drawings for the Hawaii trip. He also reported that the Skee-Ball ticket is getting the final drawings for Hampton Beach.

Report on Tri-State Activities

Commissioner Julie Sheehan reported there will be a Tri-State meeting at the Spruce Point Inn on June 3rd through June 5th.

Lottery marketing manager Calvin Rinck reported that Maine has engaged in a potential Tri-State five-dollar ticket for next football season.

Report From Scientific Games

Greta Larson presented the following:

- Recent Winner Highlights
- February New Games
 - (\$1) CA\$H IN
 - (\$5) MONEY VAULT
 - (\$25) \$100 OR \$250
- New \$30 Game
 - \$70 MILLION SUPREME
 - Over \$70 Million in total cash prizes
 - All prizes are \$50 and higher
 - 5 top prizes of \$1,000,000

- 5 bonus play spots
- Ongoing Promotion
 - Jurassic Park
 - Enter now for your chance to win a trip to Hawaii, where you can win up to \$1,000,000
 - 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
 - Patriots
 - Enter the New England Patriots second-chance drawing for a chance to win New England Patriots game day package
- First Ticket Entered Report January 2026
 - First Ticket Entered Month-Over-Month
 - First Ticket Entered Year-Over-Year
- RewardME: Tickets Entered & Tickets Entered Value
- Coming Soon
 - Bad Love, Good Luck
 - Purchase a Lucky for Life ticket of \$6 or more for your chance to win \$50 instantly. Friday February 13 ONLY.
 - Cupids CASH
 - Purchase a PICK 3 or PICK 4 tickets with both a DAY & EVE draw on a single ticket for the chance to win \$25 instantly. February 14 ONLY.
- Reward ME
 - Earn 2X points on your pick 3 and Pick 4 tickets
 - All Pick 3 and Pick 4 tickets purchased between February 14 – 15 will earn double the points if entered between February 15 – 16, 2026
- The Maine Lottery Minute - YouTube Performance Snapshot

Report From Fuseideas

Steve Mason reported on the following:

- January 2026: Advertising Overview
 - Holiday Frosty Cheer
 - Jurassic Park
 - Tri-State Megabucks 40th Anniversary
- February 2026: Advertising Overview
 - Millionaire for Life Launch – 2/22
 - Multi-Media Campaign

- FY 26 Q3 Proposed Messaging Plan

Other Business: None

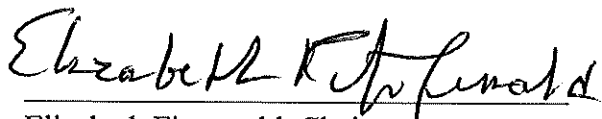
Public Comments: None

Adjournment:

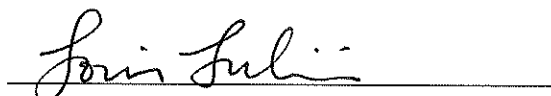
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There being no further business, Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Sheehan. Commissioner Fitzgerald adjourned the meeting at 12:05 P.M.



Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission



Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations