

**Maine State Liquor and Lottery Commission**

Minutes of Meeting

Tuesday, January 13, 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.

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; Judy Thomas, Marketing Specialist; Nicholle Clark, Clerk of the Commission; Philip Mantis, Department of the Attorney General; Susan Spencer, DAFS; Jennifer Griffin, DAFS; Deanna Lefebre, 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 December 9, 2025, 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 that Devon Cook accepted the promotion to Division Manager of Liquor Licensing and Enforcement. Director Luchini also reported on the ongoing rulemaking efforts to clarify laws around suppliers and brokers providing “things of value” to retailers. The bureau received two Education Awards from the National Alcohol Beverage Control Association (NABCA): \$10,000 for updating licensing toolkits and \$50,000 for reconstructing the bureau’s online seller-server training. Director Luchini also provided Legislative updates including bills to clarify laws governing alcohol manufacturer retail licenses and modify provisions for small distilleries.

Director Luchini reported on December 2025 sales as follows:

**Sales Report for December:**

- Shipping days: 23 TY vs. 22 LY
- Cases Sold were 129,163 TY vs. 133,302 LY; down -3.10%
- Dollar Sales were \$23,100,994 vs. \$23,940,444 LY; down -3.51%
- Premium Tax \$280,168
- Bailment collected \$224,636
- Depletion Allowances \$1,056,952

**Sales Report YTD:**

- Shipping days YTD: 131 TY vs. 131 LY
- Cases sold YTD: 738,066 TY vs. 773,188 LY; down -4.54%
- Dollar sales YTD: \$128,281,428 TY vs. \$135,294,681 LY; down -5.18%

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

- Spirits Operating Profits - \$5,475,155 vs. \$6,092,461; down -10.13%
- Spirits Profit Transfer - \$4,979,814 vs. 6,055,893; down -17.77%

**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:** None

**Old Business:** None

**New Product Listings:**

Acting Deputy Director Tracy Willett presented one hundred and fifteen (115) New Products to be listed in January. 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:**

Acting Deputy Director Tracy Willett presented five (5) Label Changes to be listed in January. A motion was made by Commissioner Sheehan to approve the Label Changes 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:**      **None**

**Coupons/Rebates:**

Acting Deputy Director Tracy Willett presented seventeen (17) Rebates/Coupons for January. 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 Monaghan. 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-Apres Ski
    - Winter Cocktail Recipes
    - Holiday Food Recipes
  - Social Media Overview
    - Impressions – 78.4K
    - Engagement Rate – 3.5%
    - Link Referrals – 480
    - Total Meta (IG/FB) Followers 36,875
  - Top Instagram Content
  - Top Facebook Content
  - Top Organic Pinterest
  - December App Content Trends
    - Top Recipe Favorited
      - Winter Citrus Mule
    - Top Recipe
      - Winter Citrus Mule
    - Top Mood
      - Happy Holidays
  - December 2025 Top Digital Ads
  - December In the Know Newsletter
    - 29.5% Open Rate
  - Maine Spirits App
    - New Downloads: 924
    - Total Downloads: 165,964
  - December Agency Store Report
    - Agency Store Resets in December: 4
    - New Items Added to Resets: 122
    - Discontinued Items Removed from Resets: 82
    - Linear Feet Added to Agency Stores: Added 30'

- Number of Business Reviews Conducted for November: 59
- New Agency Store setup - 1

**Other Business:** **None**

**Public Comments:** **None**

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

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

## **Lottery Operations**

Director Louis Luchini reported on the success with the holiday tickets and jackpots. Director Boardman reported on the FY26 Powerball jackpot and sales.

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. The public hearing for the bill is scheduled for 1/21/2026.

Commissioner Sheehan recommended that the Bureau consider adding an emergency preamble to the bill to ensure an earlier effective date, and Director Luchini agreed. There is also a new tick game being created where the proceeds will go to the University of Maine tick lab. This game will be at a \$4 price point.

### **Draw Sales FY26 \$53,463,407; FY25 \$36,940,787; up \$16,522,620 or up 44.73%**

- Fast Play Sales FY26 \$10,508,024; FY25 \$10,841,312, down -\$333,288 or down -3.07%
- Instant Sales FY26 \$169,290,614; FY25 \$167,432,114, up \$1,858,500 or up 1.11%
- Total Combined Sales FY26 \$233,262,045; FY25 \$215,214,213, up \$18,047,832 or up 8.39%

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

- December Actual FY26 \$8,774,648; \$2,774,648 to budget; or up 46.24%
- YTD Actual FY26 \$46,161,186; \$7,161,186 to budget or up 18.36%
- Year over year, lottery profit transfers to the General Fund are up 20.15%

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

- December Actual FY26 \$71,243; up \$9,705 to budget; or up 15.77%
- YTD Actual FY26 \$322,880; down -\$77,118 to budget; or down -17.28%
- Year over year, lottery profit transfers to the Outdoor Fund are up 85.86%

**New Business:** **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. This will be presented again for approval in February 2026.

**Old Business:**        None

**Approval of New Games:**

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

- (\$5) HI or LO
- (\$30) \$70 MILLION SUPREME

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.

**Report on Tri-State Activities**

Commissioner Julie Sheehan reported on the meeting that took place in Concord New Hampshire January 9, 2026. Commissioner Sheehan reported that during the meeting they voted on a Mega-Bucks policy change; instead of giving out cash value they will be giving out cash on hand. Lottery marketing manger Calvin Rinck discussed ongoing efforts to support the Tri-State Megabucks 40th anniversary celebration.

**Report From Scientific Games**

Greta Larson presented the following:

- Recent Winner Highlights
- January New Games
  - (\$5) CA\$H BLAST
  - (\$5) \$500 CA\$H
  - (\$10) HAMILTON
- 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 December 2025
  - First Ticket Entered Month-Over-Month
  - First Ticket Entered Year-Over-Year
- RewardME: Tickets Entered & Tickets Entered Value
  - November 2025: Month-Over-Month & Year-Over-Year
  - December 2025: Month-Over-Month & Year-Over-Year
- February 2026 Promotions
- 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 ticket with both a DAY & EVE draw on a single ticket for the chance to win \$25 instantly. February 14 ONLY.
- The Maine Lottery Minute - YouTube Performance Snapshot

## 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
- 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
  - New England Patriots – 12/1 – 12/7
    - Radio, POS
  - Holiday Ticket Promotion – 12/13 – 24
    - Radio
- January 2026: Advertising Overview
  - Jurassic Park
    - TV, Radio
  - 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
  - TV, Radio, Digital, POS – (Poster, Counter Card, Window Cling, Shelf Talker/Dangler), Social Media, Press Release, How to Play Video, How to Play Take One, FAQs, Retailer Sheet, Retailer Swag
- FY 26 Q2 and Q3 Proposed Messaging Plan

**Other Business:** None

**Public Comments:** None

**Adjournment:**

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There being no further business, Commissioner Sheehan made a motion to adjourn; the motion was seconded by Commissioner Schneck. Commissioner Fitzgerald adjourned the meeting at 12:07 P.M.



Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission



Louis Luchini, Director  
Bureau of Alcoholic Beverages & Lottery Operations