

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, July 8, 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

BABLO/DAFS Staff in Attendance:

Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director; Calvin Rinck, Lottery Marketing Manager; Judy Thomas, Marketing Specialist; Niall Breen, Operations/Security Supervisor; Nicholle Clark, Liquor Operations Associate; Julie Waller, Clerk of the Commission; Katheryn Horst, Department of the Attorney General; Terry Meehan, Financial Analyst; Deanna Lefebvre, DAFS; Geoffrey Burdo, DAFS

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons, Don Potter and Tammy Tyler

Scientific Games in attendance (Lottery portion only): Darrell Frecker and Ron Miguel

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the June 10, 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 Louis Luchini reported that the legislature just wrapped up its session. He reported that a summary of liquor and lottery bills will be summarized for the commission next month. Director Luchini reported that a public hearing for the pricing review spirits was in May, and the report of the review should be available for the commission next month. Director Luchini reported that BABLO held agency liquor store license hearings last month. Decisions will be made on the licensing in the coming weeks. Director Luchini provided an update on the liquor modernization project. The new system, BELLS, has changed licensing from a paper system to electronic, including collecting payment. The new system has been going well. The initial two-year contract period for this project will end mid-September and Director Luchini and Devon Cook will begin negotiations with Computronix. The Licensing Division collects close to \$20 million annually in taxes and licensing fees and permit fees, that are now done electronically.

Sales Report for June:

- Shipping days: 21 TY vs. 20 LY
- Cases sold were 119,244 TY vs. 117,167 LY; up +1.77%
- Dollar Sales were \$20,772,412 TY vs. \$20,279,185 LY; up +2.43%
- Bailment collected \$268,180
- Depletion Allowances \$1,287,519

Sales Report for YTD:

- Shipping days YTD: 259 TY vs. 257 LY
- Cases sold YTD: 1,394,588 TY vs. 1,416,735 LY; down -1.56%
- Dollar sales YTD: \$243,013,916 TY vs. \$243,764,994 LY; down -0.31%
- Spirits Financial Activity YTD - FY 2025 vs FY 2024
 - Spirits Operating Profits - \$65,507,419 vs. \$67,015,575; down -2.25%
 - Spirits Profit Transfer - \$67,717,257 vs. \$67,146,758; up +0.85%
 - 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
 - Maine Luxury Spirits 3-month trend

New Business: None

Old Business: None

New Product Listings:

Acting Deputy Tracy Willett presented fifty-two (52) new products listings for July 2025. A motion was made by Commissioner Schneck to approve all the 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. (New product listings distributed and attached to the minutes.)

Label/Package Changes:

Acting Deputy Tracy Willett presented two (2) label changes for July 2025. A motion was made by Commissioner Sheehan to approve all the 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 distributed and attached to the minutes.)

Value Added Packs/Seasonal Package:

Acting Deputy Tracy Willett presented one (1) seasonal package to be listed in July. 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.

Rebates:

Acting Deputy Tracy Willett presented eighteen (18) coupons/rebates for June 2025. These rebates/coupons were standard in nature. A motion was made by Commissioner Sheehan to accept 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. (Rebates/coupons distributed and attached to the minutes.)

Pine State Spirits:

- Sheila Gibbons reported on the following:
 - Summer POS Racks
 - Make Your Maine Paradise
 - Summer Cocktails
 - Summer Food
 - Social Media Overview
 - Impressions 20.1K up 14.8%
 - Engagement Rate 3.4%
 - 17 posts in June
 - Total Meta (IG/FB) Followers 36,563 up 68.6%
 - Link Referrals 311
 - Top Instagram Content
 - Top Facebook Content
 - June App Content Trends
 - Top Recipe Favorited
 - Top Recipe
 - Top Mood
 - June 2025 Email Marketing
 - Total Subscribers – 14,978
 - 29% Open Rate Last Month
 - Winning Campaign – 30.1% Open Rate
 - June In the Know Newsletter- 33% Open Rate
 - Maine Spirits App – Launched January 2018, Total Downloads – 158,343; New Downloads – 1,533
 - June 2025 Push Notification Results
 - June Katya Videos
 - June Happy Hour Videos
 - BABLO approved Planogram
 - Agency store resets in June: 8

- New items added to resets: **212**
- Discontinued items removed from resets: **84**
- Linear feet added to 1 agency store: **144'**
- Number of Business Reviews conducted for June: **18**

Other Business: None

Public Comments: None

The next Commission Meeting is scheduled for Tuesday, August 12, 2025, at 10:00 A.M.

The September 2025 meeting is tentatively scheduled for Tuesday, September 9, 2025, at 10:00 A.M.

Lottery Operations:

Director Louis Luchini reported that a two-year contract extension was recently provided to Scientific Games. Director Luchini reported that BABLO is currently in an RFP process for Maine Lottery marketing, advertising, and public relations. Director Luchini reported that Lottery Deputy Director Michael Boardman attended the Golden Spin event in Las Vegas.

Draw Sales FY25 \$68,646,197; down \$18,918,429 from FY24, or -21.61%

- Fast Play Sales FY25 \$21,590,891; up \$5,328,505 from FY24, or +32.77%
- Instant Sales FY25 \$310,523,093; down \$9,783,398 from FY24, or -3.05%
- Total Combined Sales FY25 \$400,760,181; down \$23,373,322 from FY24, or -5.51%

Lottery Profit Transfer to General Fund

- June Actual FY25 \$7,124,616; +\$1,355,378 to Budget +23.49%
- YTD Actual FY25 78,938,204; +\$3,983,204 to Budget +5.23%
- Year over year, lottery profit transfers to the General Fund are down -10.98%

Profit Transfer to Outdoor Heritage Fund

- June Actual FY25 \$51,507; down -\$10,035 to Budget -16.31%
- YTD Actual FY25 \$674,225; -\$125,775 to Budget -15.72%

Deputy Director Boardman added that this was a 5-week month which contributes to a bit of a higher profit report for the month,

New Business: Lottery Advertising and Public Relations Services

The contract with Fuseideas has expired and Director Luchini asked the commission to vote to allow the bureau to proceed with the Request for Proposal and the entering into a contract with the winning bidder.

A motion was made by Commissioner Schneck to approve Director Luchini's recommendation to move forward with the RFP process and the entering into a contract with the winning bidder.

The motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Old Business: None

Approval of New Games: None

Deputy Director Boardman presented three (3) new games for approval.

- (\$5) PATRIOTS
- (\$3) SKEE-BALL
- (\$10) JURASSIC PARK

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. (Games attached to the minutes.)

Report on Tri-State Activities

Commissioner Julie Sheehan reported that there will be a Tri-State lottery meeting on June 26, 2025, regarding the proposal for Skee Ball and Jurassic Park tickets.

Report From Scientific Games

Darrell Frecker reported that sales on the instant side are down by four million at the \$30 price point. The game's sales are slowing, starting to pick up again and the scene change should help with sales for the next fiscal year. Darrell thanked Director Luchini and his team for the contract extension.

Greta Cerce presented the following:

- Recent Winner Highlights
- June new games
 - WINNING STREAK
 - SUMMER FAST CASH BINGO
 - CROSSWORD BONUS
 - \$100 OR \$250
- Active Points for Drawings
 - Outdoor Storage Set
 - Frill Game Strong Packages
 - Clever Carry-on Luggage Bundles
- First Ticket Entered Report June 2025
 - First Ticket Entered Month-Over-Month
 - First Ticket Entered Year-Over-Year
- RewardME: Tickets Entered & Tickets Entered Value
 - June 2025: Month-Over-Month & Year-Over-Year

- Gimme 5 Camping Promotion
 - Gimme 5 Camping Promotion – CRM Performance
- The Maine Lottery Minute
 - YouTube Performance Snapshot
 - Set Sail on a Winning Streak

Other Business: None

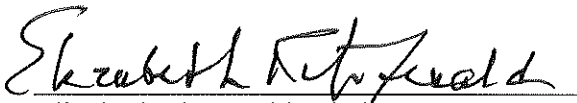
Public Comments: None

Adjournment:

The next Commission Meeting is scheduled for Tuesday, August 12, 2025, at 10:00 A.M.

The September 2025 meeting is tentatively scheduled for Tuesday, September 9, 2025, at 10:00 A.M.

There being no further business, Commissioner Fitzgerald adjourned the meeting at 11:44 a.m.



Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission



Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations