

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, July 14, 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 (remote), John Schneck 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; Judy Thomas, Marketing Specialist (remote); Nicholle Clark, Clerk of the Commission; Adria Velozo, Secretary Associate; Philip Mantis (remote), Department of the Attorney General; Susan Spencer; Terrance Meehan (remote), Financial Analyst; Julian Frink, OAG; Jenn Griffin, Senior Staff Accountant; Kevin Gagnon, Lottery Rep supervisor

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

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

Fuseideas in attendance: Steve Mason

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of June 8th and June 14th, 2026, meetings 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 status of new agency store licenses following the spring round of hearings, decisions will be made in the next few weeks, and the new licenses will be issued. It was a small number of municipalities opened and most due to municipal request. We finished out FY26, with a profit transfer of \$61,645,017, the first \$7 million goes to the general fund, with the remaining profit going to the highway fund. In FY26, we contributed over \$54 million to the highway fund to help with the roads and bridges. Director Luchini discussed implementing label registration as part of the listing fee portal to satisfy the requirement from DEP for the Bottle

Redemption Program by July 15th. The law was passed a few years ago, but it's in stages of implementation. The label registration portion should be live on July 15, 2026.

Director Luchini reported on June 2026 sales as follows:

Sales Report for June:

- Shipping days: 22 TY vs. 21 LY
- Cases Sold were \$124,479 TY vs. \$119,244 LY; up 5,236 or 4.83%
- Dollar Sales were \$21,786,692 TY vs. \$20,772,412 LY; up \$1,014,280 or 4.88%

Sales Report YTD:

- Shipping days YTD: 259 TY vs. 259 LY
- Cases sold YTD: 1,352,302 TY vs. 1,394,588 LY; down (\$42,286 or -3.03%)
- Dollar sales YTD: \$234,076,203 TY vs. \$243,013,916 LY; down (\$8,937,713) or -3.68%

Spirits Financial Activity - FY 2026 vs FY 2025

- Spirits Operating Profits - \$5,677,506 vs. \$5,554,459; up 2.22%
- Spirits Profit Transfer - \$6,340,312 vs. \$6,369,251; down -0.45%

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 forty-five (45) new products to be listed in July 2026. A motion was made by Commissioner Schneck 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:

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

Value Added Packages:

Acting Deputy Director Tracy Willett presented one (1) value added pack to be listed in July 2026. A motion was made by Commissioner Sheehan to approve the value-added pack 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.

Coupons/Rebates:

Acting Deputy Director Tracy Willett presented ten (10) rebates/coupons for July 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 – 25.1K
 - Organic Engagement Rate – 4.5%
 - Link Referrals – 308
 - Total Followers 37,351
- Top Instagram Content
- Top Facebook Content
- June App Content Trends
- June 2026 Email Marketing
- In the Know – June Update
 - 37.3% Open Rate
- Maine Spirits App
 - New Downloads: 221
 - Total Downloads: 167,361
- Agency Store Report
 - Agency Store Resets: 16
 - New Items Added to Resets: 315
 - Discontinued Items Removed from Resets: 188
 - Linear Feet Added to Agency Stores: 52'
 - Number of Business Reviews Conducted: 33

Other Business: Director Luchini introduced Bo Huggins from K1.

Public Comments: None

The next Commission Meeting is scheduled for August 11, 2026, at 10:00 A.M.

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

Lottery Operations:

Director Luchini wrapped up the fiscal year, we had a strong year. Our partners and lottery team did a great job this year to get the second-best year ever. Changes to the power ball, UK will be able to play July 21st. 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 FY26 \$84,679,954; FY25 \$67,359,126; up \$17,320,828 or up 25.71%

Fast Play Sales FY26 \$18,841,804; FY25 \$21,251,113; down \$(2,409,309) or down -11.34%

Instant Sales FY26 \$317,072,557; FY25 \$310,523,428; up \$6,549,129 or up 2.11%

Total Combined Sales FY26 \$420,594,315; FY25 \$399,133,667; up \$21,460,648 or up 5.38%

Lottery Profit Transfer to General Fund

- June Actual FY26 \$6,356,761; \$356,761 to budget; or up 5.95%
- YTD Actual FY26 \$83,143,461; \$5,143,461 to budget or up 6.59%

Profit Transfer to Outdoor Heritage Fund

- June Actual FY26 \$37,362; \$(24,180) to budget; or down -39.29%
- YTD Actual FY26 \$712,775; \$(87,225) to budget; or down -10.90%

New Business: None

Old Business: None

Approval of New Games:

Calvin Rinck presented one (1) New Game for approval.

- (\$5) PATRIOTS \$100,000

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.

Tri-State Game Update(s):

- **Jurassic Park**
 - Drawing will be held on Wednesday, July 22 in New Hampshire. Winning player will travel to Hawaii November 15 – 20 for a chance to win \$1 Million
- **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

Report From Scientific Games

Greta Larson presented the following:

- New Power ball X's and O's shipped yesterday so they should be arriving this week
- Checking tickets through the reward me app has more activity.
- New Fast Play Game
 - \$5 Lucky Lobster
 - Win up to \$250
 - \$10 fast \$500*2
 - Winning \$50 or \$500
- RewardME: Tickets Entered & Tickets Entered Value
- First Ticket Entered Report – 2026
 - First Ticket Entered Month-Over-Month
 - First Ticket Entered Year-Over-Year
- Promotion Results
 - Jurassic Park
 - Tickets Entered – 647,917
 - Skee-Ball
 - Tickets Entered – 285,975
 - NASCAR Powerball
 - Tickets Entered – 25,178
- Ongoing Promotions
 - Patriots
 - “Enter the New England Patriots second-chance drawing for a chance to win New England Patriots game day packages
 - Upcoming System Promotion Fast Play Promotion
 - Buy a \$10 Cash Blast Progressive fast play ticket for a chance to win free one

- The Maine Lottery Minute - YouTube Performance Snapshot

Report From Fuseideas

Steve Mason reported on the following:

- June and July 2026
 - Fast Play Campaign 6/8-6/30
 - Loteria – July
- August 2026
 - Cash POP Campaign 8/3-8/23
 - Tri-State New England Patriots Launch 8/3-8/23
- Campaigns and Projects in Planning and Development
 - Cash POP Campaign – August (complete)
 - Tri-State New England Patriots Instant Ticket Campaign – August
 - Powerball Xs & Os Introduction Campaign – September
 - Tri State Ongoing Support for Pick 3, Pick 4, Gimme 5 & Megabucks
 - Holiday 2026 Campaign – October/November/December
 - Game Show Experience – December/January
 - Friends Instant Ticket Campaign – 2027
- FY 26 Q4 Messaging Plan
- FY 27 Q1 Messaging Plan

Other Business: None

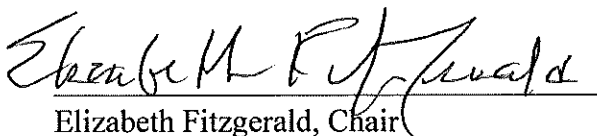
Public Comments: None

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 11:49 P.M.



Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission



Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations