

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

Minutes of Meeting

Tuesday, June 9, 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, John Schneck.

BABLO/DAFS Staff in Attendance:

Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director; Calvin Rinck, Lottery Marketing Manager; Niall Breen, Operations/Security Supervisor (remote); Judy Thomas, Marketing Specialist (remote); Nicholle Clark, Clerk of the Commission; Adria Velozo, Secretary Associate; Philip Mantis, Department of the Attorney General; Susan Spencer, DAFS (remote); Terrance Meehan, Financial Analyst

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

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 May 12, 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 spring opening of the new agency liquor store licenses. Applications have been received and inspections are taking place for the applicants. Hearings will be held next month. Director Luchini also discussed new DEP requirements. In the past, spirits label registrations were managed by the Department of Environmental Protection. With the change in law every new product to be sold in Maine must have the label registered with BABLO 30 days before it's allowed to be sold. The Bureau is working on making some changes to the listing fee portal to also manage label registrations. The goal is to have the system changes in place for July 15<sup>th</sup>. Director Luchini also announced that the Bureau will start charging a listing fee for 50ml bottles. Historically, there was no fee for that size, because 50mls were

considered a sample product. The business model for 50mls has changed over time and has become a regular purchase size. An announcement will be sent out explaining the changes to label registration and the product listing fee portal.

**Director Luchini reported on May 2026 sales as follows:**

**Sales Report for May:**

- Shipping days: 21 TY vs. 22 LY
- Cases Sold were 108,480 TY vs. 116,401 LY; down (7,921) or -6.80%
- Dollar Sales were \$18,798,542 TY vs. \$20,267,879 LY; down (\$1,469,337) or -7.25%

**Sales Report YTD:**

- Shipping days YTD: 237 TY vs. 238 LY
- Cases sold YTD: 1,227,823 TY vs. 1,275,344 LY; down (47,521) or -3.73%
- Dollar sales YTD: \$212,289,511 TY vs. \$222,241,505 LY; down (\$9,951,993) or -4.48%

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

- Spirits Operating Profits - \$4,828,007 vs. \$5,030,772; down -4.03%
- Spirits Profit Transfer - \$4,096,799 vs. \$3,951,806; up 3.67%

**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
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**New Business:** None

**Old Business:** None

**New Product Listings:**

Acting Deputy Director Tracy Willett presented fifty-two (52) New Products to be listed in June 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 six (6) label changes for June 2026. A motion was made by Commissioner Sheehan to approve all the items presented for

- Top Facebook Content
- May App Content Trends
- May 2026 Email Marketing
- Maine Spirits App
  - New Downloads: 191
  - Total Downloads: 167,140
- Blaze Partners – Spritz of the Summer
  - Descriptive Bar Top Card (7x5”) and (5x3”)
  - Simple Bar Top Card (7x5”) and (5x3”)
- Agency Store Report
  - Agency Store Resets: 13
  - New Items Added to Resets: 328
  - Discontinued Items Removed from Resets: 195
  - Linear Feet Added to Agency Stores: 80’
  - Number of Business Reviews Conducted: 37

**Other Business:** Director Luchini introduced Secretary Associate Adria Velozo

**Public Comments:** None

The next Commission Meeting is scheduled for July 14, 2026, at 10:00 A.M.

The August 2026 meeting is tentatively scheduled for Tuesday, August 11, 2026, at 10:00 A.M

### **Lottery Operations:**

Director Luchini introduced Secretary Associate Adria Velozo. Director Louis Luchini and Deputy Director Boardman reported that there was a Tri-State meeting held from June 3<sup>rd</sup>-5<sup>th</sup> at the Spruce Point Inn in Boothbay, Maine.

Director Luchini reported the following financial update:

**Draw Sales FY26 \$79,469,430; FY25 \$62,498,057; up \$16,971,373 or up 27.16%**

**Fast Play Sales FY26 \$17,272,766; FY25 \$19,498,397; down \$(2,225,631) or down -11.41%**

**Instant Sales FY26 \$293,050,591; FY25 \$286,415,659; up \$6,634,932 or up 2.32%**

**Total Combined Sales FY26 \$389,792,787; FY25 \$368,412,113; up \$21,380,674 or up 5.80%**

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

- May Actual FY26 \$7,615,760; \$115,760 to budget; or up 1.54%
- YTD Actual FY26 \$76,786,700; \$4,786,700 to budget or up 6.65%

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

- May Actual FY26 \$62,193; \$(14,730) to budget; or down -19.15%

- YTD Actual FY26 \$675,413; \$(63,045) to budget; or down -8.54%

**New Business:** None

**Old Business:**

**i. Powerball X's & O's Rulemaking:**

Commissioner Schneck made a motion to adopt the Basic Statement as presented to amend the Millionaire for Life game rules; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Commissioner Schneck made a motion to adopt the amended Millionaire for Life game rules as presented; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**ii. Millionaire for Life Rulemaking:**

Commissioner Monaghan made a motion to adopt the Basic Statement as presented for the Powerball X's and O's game rules; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Commissioner Monaghan made a motion to adopt the new Powerball X's and O's game rules as presented; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**Approval of New Games:**

Calvin Rinck presented seven (7) New Games for approval.

- (\$1) HOLIDAY \$100S
- (\$1) TIC TAC EXTRA
- (\$2) HOLIDAY \$200S
- (\$3) MAINE CROSSWORD
- (\$5) HOLIDAY \$500S
- (\$5) \$500 FRENZY
- (\$10) HOLIDAY \$1,000S

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, Director Luchini, Deputy Director Boardman and Lottery Marketing Manager Rinck reported on the following:

The Things That Go Bump in the Night – This was going over what is happening in the lottery industry we should be keeping an eye on. A variety of topics were discussed including AI Predictive Wagering, jackpot fatigue upsurge, less foot traffic at retail/increase in online, security threats, or even staying ahead on the cyber security front.

Other presentations included the theme Details Matter – What new ways can Pick 3, Pick 4, Gimme 5, Megabucks and Fast Play be presented to appeal to players in a world where the demand for bigger, faster, more continues to grow? How do we ensure that our local games remain relevant in an increasingly complicated environment? Are there visibility enhancement opportunities, new messaging, game changes, or positioning opportunities that Tri-State should consider?

Vermont takes over as Chair of the Commission. The next Tri-State meeting will be held September 11 in Concord, New Hampshire

The next Tri-State Conference will be held in November in New Hampshire.

#### **Tri-State Game Update(s):**

- **Jurassic Park**
  - Drawing will be held on Wednesday, July 22 in New Hampshire. Winning players 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
- **New England Patriots**
  - Contract and discussions are ongoing. Anticipated the game will go on sale in Maine August 06, 2026. Vermont also plans to launch in August and New Hampshire plans to launch in September. Maine and New Hampshire will be offering this at a \$5 price point and Vermont will be \$10
  - Some of the second chance prizes negotiated by Tri-State and specifically Vermont will include tickets to see Ed Sheeran and Zack Bryan at Gillette Stadium and Maine also negotiated a college football package on October 31; this will be Navy vs Notre Dame at Gillette Stadium. This package will also include VIP parking. Additional Special Events will take place in 2027 and are TBD.

#### **Report From Scientific Games**

**Greta Larson presented the following:**

- New Fast Play Game
  - \$2 Firecracker Fast Cash Bingo
  - Win up to \$15,000
- RewardME: Tickets Entered & Tickets Entered Value
- First Ticket Entered Report – May 2026
  - First Ticket Entered Month-Over-Month
  - First Ticket Entered Year-Over-Year
- Ongoing Promotions
  - Jurassic Park
    - “Enter for a 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 packages”
- Upcoming System Promotion
  - NASCAR Powerball
    - “Enter to win a VIP TRIP to the NASCAR CHAMPIONSHIP WEEKEND at HOMESTEAD-MIAMI SPEEDWAY and cash prizes up to \$1 Million!”
- The Maine Lottery Minute - YouTube Performance Snapshot

## **Report From Fuseideas**

### **Steve Mason reported on the following:**

- May and June 2026
  - Powerball NASCAR Promotion May 1-31
  - Jurassic Park Nth Ticket Promotion 5/24 – 6/13
  - Fast Play Campaign 6/8-6/30
- Campaigns and Projects in Planning and Development
  - Cash POP Campaign – August
  - Tri-State New England Patriots Instant Ticket Campaign – August
  - Powerball Xs & Os Introduction Campaign – September
  - Loteria - July
  - 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

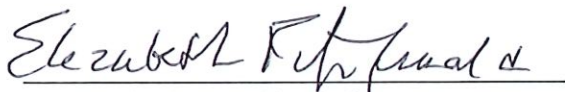
**Public Comments:** None

**Adjournment:**

The next Commission Meeting is scheduled for July 14, 2026, at 10:00 A.M.

The August 2026 meeting is tentatively scheduled for Tuesday, August 11, 2026, at 10:00 A.M.

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 11:29P.M.

  
Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission

  
Louis Luchini, Director  
Bureau of Alcoholic Beverages & Lottery Operations