

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, March 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; Nicholle Clark, Clerk of the Commission; Terry Meehan, Financial Analyst; Philip Mantis, Department of the Attorney General; Jennifer Griffin, DAFS; Geoffrey Burdo, DAFS

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

Scientific Games in attendance: Renee Loring and Ben Hardin

Fuseideas in attendance: Anna Walter

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the February 10, 2026, meeting be approved. A motion was made by Commissioner Schneck to accept the minutes; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Director Luchini reported that on March 6th Liquor Licensing participated in the New England Craft Brew Summit. The Bureau had a table as a vendor and Liquor Inspectors were available for questions. Director Luchini and Devon Cook, Division Manager, hosted a panel to provide an overview of liquor licensing and then opened for questions and discussion. The session was well received. The Governor was also in attendance for opening remarks.

Director Luchini also provided a legislative update. LD 2160, which dealt with craft distilling

was unanimously voted Ought not to Pass in Committee. This bill would have limited inspections by any state agency, changed the term of the distillery license and addressed fees that do not exist. LD 2155 is another bill that would increase the number of Chapter 43 licensees a manufacturer with majority interest can hold per manufacturing facility from 3 to 12, which would change a law that was passed last session. LD 2155 is still in flux with the Veterans and Legal Affairs Committee. Finally, there is a bill before the Environment and Natural Resources Committee that the Bureau is watching, as we are part of the Cooperative for bottle deposit and redemption. The proposal adds required costs that the Cooperative must pay for with unclaimed deposits, which would have a fiscal impact on funds currently going to the Highway Fund. There was an exemption for the Bureau proposed. We are continuing to monitor the bill.

The Director gave an update on rulemaking. Chapters 104 and 107 addressing “thing of value” have already had the public hearing and have been assigned to the Attorney General’s office for final form and legality review. More rules are coming that we are working on with more information to follow.

Director Luchini reported on February 2026 sales as follows:

Sales Report for February:

- Shipping days: 20 TY vs. 20 LY
- Cases Sold were 99,530 TY vs. 98,913 LY; up 0.62%
- Dollar Sales were \$16,733,076 vs. \$16,826,994 LY; down -0.56%

Sales Report YTD:

- Shipping days YTD: 172 TY vs. 173 LY
- Cases sold YTD: 927,015 TY vs. 966,740 LY; down -4.11%
- Dollar sales YTD: \$160,302,062 TY vs. \$168,591,851 LY; down -4.92%

Spirits Financial Activity - FY 2026 vs FY 2025

- Spirits Operating Profits - \$4,384,922 vs. \$4,238,150; up 3.46%
- Spirits Profit Transfer - \$4,945,319 vs. \$4,579,206; up 8.00%

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: Spirits Pricing Appeal Process Rulemaking

Most of the liquor rules are adopted by the Bureau but a law passed in 2022 required the Liquor and Lottery Commission to establish an appeal process. The first step is to amend the Regulatory

Agenda to add a new rule, Chapter 5. The Bureau drafted the rule and provided a draft to the Commission for their review. A motion was made by Commissioner Monaghan to amend the Regulatory Agenda; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Commissioner Fitts made a motion to move the rulemaking process forward with the rule as drafted; the motion was seconded by Commissioner Monaghan. 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-two (52) New Products to be listed in March. A motion was made by Commissioner Schneck to approve the new 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:

Acting Deputy Director Tracy Willett presented nine (9) label changes for March 2026. A motion was made by Commissioner Schneck 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.

Value Added Packages:

Acting Deputy Director Tracy Willett presented three (3) value added packs to be listed in March. A motion was made by Commissioner Schneck to approve the value-added packs 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.

Quarterly Price Adjustments:

Acting Deputy Director Tracy Willett presented one-hundred sixty-four (164) price adjustments for quarterly price changes. A motion was made by Commissioner Schneck to accept the price changes; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Delisted Items:

Acting Deputy Director Tracy Willett presented eighty-four (84) items for delisting. A motion was made by Commissioner Schneck to approve the items for delisting. The motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Coupons/Rebates:

Acting Deputy Director Tracy Willett presented nine (9) Rebates/Coupons for March. These rebates/coupons were all standard in nature. A motion was made by Commissioner Schneck 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:

- Spring Rack Art
 - Cocktail Recipes
 - Food Recipes
- Social Media Overview
 - Impressions – 90.6K
 - Engagement Rate – 3.1%
 - Link Referrals – 1,150
 - Total Followers 37,044
- Top Instagram Content
- Top Facebook Content
- February App Content Trends
 - Top Recipe Favorited
 - Top Recipe
 - Top Mood
- February 2026 Email Marketing
 - Total Subscribers: 14,760
 - Open Rate: 29%
- February 2026 In the Know Newsletter
 - 12.7% Open Rate
- Maine Spirits App
 - New Downloads: 304
 - Total Downloads: 166,532
- 2026 Limited Release Lottery
 - Consumer Entries: 5,108
 - Agent Entries: 130
 - On-Premise Entries: 134
- Agency Store Report
 - Agency Store Resets: 11
 - New Items Added to Resets: 80
 - Discontinued Items Removed from Resets: 90
 - Linear Feet Added to Agency Stores: 0

- Number of Business Reviews Conducted: 46

Other Business: None

Public Comments: None

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

The May 2026 meeting is tentatively scheduled for Tuesday, May 12, 2026, at 10:00 A.M

Lottery Operations

Director Louis Luchini reported that a new game, Millionaire for Life, had a successful launch.

The Director provided a Legislative Update. The Bureau's department bill, LD 2095, which prohibits the bulk purchasing of tickets, was amended to change the threshold to be considered bulk purchase. The level was set at \$25,000. The VLA Committee also added an emergency preamble. The vote was unanimous Ought To Pass as Amended. The bill will have a language review prior to being reported out of Committee.

The Director also provided a rulemaking update. The Bureau will amend the regulatory agenda to change the name of a placeholder that was submitted for a new game partnering with the NFL.

Draw Sales FY26 \$63,188,488; FY25 \$46,668,435; up \$16,520,053 or up 35.40%

Fast Play Sales FY26 \$13,122,566; FY25 \$14,049,868; down (\$927,302) or down -6.60%

Instant Sales FY26 \$212,641,901; FY25 \$209,749,640; up \$2,892,261 or up 1.38%

Total Combined Sales FY26 \$288,952,955; FY25 \$270,467,943; up \$18,485,012 or up 6.83%

Lottery Profit Transfer to General Fund

- February Actual FY26 \$4,867,712; (\$1,132,288) to budget; or down -18.87%
- YTD Actual FY26 \$56,971,236; \$4,471,236 to budget or up 8.52%

Profit Transfer to Outdoor Heritage Fund

- February Actual FY26 \$86,880; up \$25,342 to budget; or up 41.18%
- YTD Actual FY26 \$473,275; down (\$65,184) to budget; or down -12.11%

New Business: None

Old Business: None

Approval of New Games:

Calvin Rinck presented four (4) New Games for approval.

- (\$1) FAST \$100
- (\$5) HIGH CARD POKER
- (\$10) COLOR BLAST CROSSWORD
- (\$10) HOT \$1,000s

A motion was made by Commissioner Schneck to accept these games as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Report on Tri-State Activities

Commissioner Julie Sheehan reported there will be a Tri-State meeting on March 13, 2026.

Report From Scientific Games

Ben Hardin presented the following:

- Sales and Jackpot Comparison
 - Powerball
 - Mega Millions
 - Millionaire for Life
- Recent Winner Highlights
- March New Games
- Ongoing Promotions
- First Ticket Entered Report February 2026
 - First Ticket Entered Month-Over-Month
 - First Ticket Entered Year-Over-Year
- RewardME: Tickets Entered & Tickets Entered Value
- System Promotion Performance
 - Cupid's Cash
- Upcoming Systems Promotions
 - Maple Money
 - Millionaire for Life
- The Maine Lottery Minute - YouTube Performance Snapshot

Report From Fuseideas

Anna Walter reported on the following:

- February, March and April 2026
 - Millionaire For Life Launch
 - Responsible Gaming
- FY 26 Q3 Proposed Messaging Plan

Other Business: None

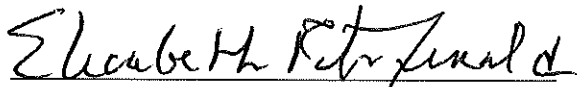
Public Comments: None

Adjournment:

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

The May 2026 meeting is tentatively scheduled for Tuesday, May 12, 2026, at 10:00 A.M.

There being no further business, Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Monaghan. Commissioner Fitzgerald adjourned the meeting at 11:30 P.M.



Elizabeth Fitzgerald, Chair

Maine State Liquor & Lottery Commission



Louis Luchini, Director

Bureau of Alcoholic Beverages & Lottery Operations