

Maine State Liquor and Lottery Commission

Minutes of Meeting

Tuesday, May 12, 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, 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; Kevin Gagnon, Lottery Field Rep. Supervisor (remote); Niall Breen, Operations/Security Supervisor (remote); Judy Thomas, Marketing Specialist; Nicholle Clark, Clerk of the Commission; Philip Mantis, Department of the Attorney General; Jennifer Griffin, DAFS (remote); Susan Spencer, DAFS (remote), Abdillahi Houssein, DAFS (remote), Terrance Meehan, Financial Analyst

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

Scientific Games in attendance: Greta Larson and Ben Hardin

Fuseideas in attendance: Steve Mason

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the April 14, 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 Responsible Hospitality Institute conference in Nashville, Tennessee that happened last month. Director Luchini reported that BABLO will be working to support the hospitality industry with a new summer marketing campaign. He also reported on rule making. Two different rules that were open for comment are now closed and we will now be working on the response packets. Director Luchini also reported that a test for the new multi-pack calculator has been sent out. Industry feedback has been helpful, and we will continue to modify the calculator until we get ready to go live. Director Luchini also reported on the legislative overhaul of the bottle deposit program. There is a new commingling corporation that

will move towards full commingling of all beverage containers. As part of the new commingling responsibilities, suppliers or brokers will need to register labels with BABLO. We are incorporating the label registration process into the spirits listing fee payment portal.

Director Luchini reported on April 2026 sales as follows:

Sales Report for April:

- Shipping days: 22 TY vs. 22 LY
- Cases Sold were 95,733 TY vs. 98,541 LY; down (2,808) or -2.85%
- Dollar Sales were \$16,655,991 vs. \$17,121,535 LY; down (\$465,544) or -2.72%

Sales Report YTD:

- Shipping days YTD: 216 TY vs. 216 LY
- Cases sold YTD: 1,119,342 TY vs. 1,158,943 LY; down (39,601) or -3.42%
- Dollar sales YTD: \$193,490,969 TY vs. \$201,973,626 LY; down (\$8,482,656) or -4.20%

Spirits Financial Activity - FY 2026 vs FY 2025

- Spirits Operating Profits - \$4,711,675 vs. \$4,701,071; up 0.23%
- Spirits Profit Transfer - \$3,629,537 vs. \$3,698,773; down -1.87%

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-eight (48) New Products to be listed in May 2026. A motion was made by Commissioner Fitts 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 eight (8) label changes for May 2026. 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.

Value Added Packages:

Acting Deputy Director Tracy Willett presented three (3) value added packs to be listed in May 2026. A motion was made by Commissioner Sheehan 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.

Coupons/Rebates:

Acting Deputy Director Tracy Willett presented fourteen (14) Rebates/Coupons for May 2026. These rebates/coupons were all standard in nature. A motion was made by Commissioner Fitts 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:

Sheila Gibbons reported on the following:

- Spring Rack Art
 - Cocktail Recipes
 - Food Recipes
- Social Media Overview
 - Meta Impressions – 84.7K
 - Engagement Rate – 1.4%
 - Link Referrals – 239
 - Total Followers 37,265
- Top Instagram Content
- Top Facebook Content
- April App Content Trends
- April 2026 Email Marketing
- Maine Spirits App
 - New Downloads: 417
 - Total Downloads: 166,949
- Agency Store Report
 - Agency Store Resets: 6
 - New Items Added to Resets: 99
 - Discontinued Items Removed from Resets: 71
 - Linear Feet Added to Agency Stores: 16
 - Number of Business Reviews Conducted: 50

Other Business: None

Public Comments: None

The next Commission Meeting is scheduled for June 9, 2026, at 10:00 A.M.

The July 2026 meeting is tentatively scheduled for Tuesday, July 14, 2026, at 10:00 A.M

Lottery Operations:

Director Louis Luchini and Deputy Director Boardman reported that there were two Megabucks winners, one in Gray and the other one in Bethel; with a shared winning of 4.2 million. Also, the Millionaire for Life game had its first top prize winner in Ohio.

Draw Sales FY26 \$74,606,055; FY25 \$57,712,988; up \$16,893,067 or up 29.27%

Fast Play Sales FY26 \$15,974,533; FY25 \$17,761,138; down (\$1,786,605) or down -10.06%

Instant Sales FY26 \$268,463,315; FY25 \$261,878,912; up \$6,584,403 or up 2.51%

Total Combined Sales FY26 \$359,043,903; FY25 \$337,353,038; up \$21,690,865 or up 6.43%

Lottery Profit Transfer to General Fund

- April Actual FY26 \$6,737,544, \$737,544 to budget; or up 12.29%
- YTD Actual FY26 \$69,170,940, \$4,670,940 to budget or up 7.24%

Profit Transfer to Outdoor Heritage Fund

- April Actual FY26 \$53,681; down \$(7,857) to budget; or down -12.77%
- YTD Actual FY26 \$613,220; down (\$48,315) to budget; or down -7.30%

New Business: None

Old Business: None

Approval of New Games:

Calvin Rinck presented six (6) New Games for approval.

- (\$2) PUMPKIN SPICE PAYOUT
- (\$3) WILD BINGO
- (\$3) LOTERIA
- (\$5) \$100,000 PAYDAY DOUBLER
- (\$5) FIND \$500!
- (\$20) \$50,000 FORTUNE

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

Calvin Rinck reported on the following:

The next Tri-State Conference will be held June 03-05 at the Spruce Point Inn in Boothbay, Maine. There will be five (5) speakers that are scheduled to present.

- Five (5) speakers are scheduled to present
 - Aristocrat Interactive
 - Danny Bogus
 - Ethan Bondar Consulting
 - Intralot
 - Scientific Games
- For Scientific Games and Intralot, the topic of discussion will include:
 - 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?
- For the other presenters, the topic of discussion will include:
 - The Things That Go Bump in the Night - What is happening in the industry that as a lottery we should be keeping an eye on? What are those hidden risks, emerging threats, or industry disruptors that should give us pause? A variety of topics are available including but not limited to 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.

Tri-State Game Update(s):

- Jurassic Park
 - Drawing will be held on Wednesday, July 22 in New Hampshire. Winning players will travel to Hawaii in November 2026
- 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
- 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.

Report From Scientific Games

Greta Larson presented the following:

- Recent Winner Highlights
- New Fast Play Game
 - PRIZE PIG PAYOUT
- RewardME: Tickets Entered & Tickets Entered Value
- First Ticket Entered Report –April 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”
- Systems Promotion Performance
 - Gimme 5 - April 12-18
 - Purchase a Tri-State Gimmie 5 ticket of \$5 or more on a single ticket for the chance to win \$50 instantly
 - Sales during the week of the promotion were up +221.1% over the week prior.
 - Sales the week after the promotion were up +2.9% over the week prior to the promotion.
 - Sales two weeks after the promotion were up +4.6% over the week prior to the promotion.
 - Mud \$eason Money – April 19-30

- Purchase a Megabucks ticket of \$4 or more for the chance to win \$40 instantly
 - Sales during the first week of the promotion were up +23.6% over the week prior.
 - Sales during the second week of the promotion were up +0.1% over the week prior to the promotion.
- Upcoming System Promotion
 - Jurassic Park – May 24 – June 13, 2026
 - “Purchase a \$10 Jurassic Park Fast Play ticket for the chance to win one free”
- The Maine Lottery Minute - YouTube Performance Snapshot

Report From Fuseideas

Steve Mason reported on the following:

- February, March and April 2026
 - Millionaire For Life Launch
 - Tri-State Megabucks 40th Anniversary
- May and June 2026
 - Powerball NASCAR Promotion
 - Jurassic Park Nth Ticket Promo
 - Fast Play Campaign
 - Millionaire for Life Campaign
 - TS Megabucks Nth Ticket promo
- 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
 - Holiday 2026 Campaign – October/November
 - Friends Instant Ticket Campaign – Fall/Winter
- FY 26 Q4 Messaging Plan
- FY27 Q1 Messaging Plan

Other Business: None

Public Comments: None

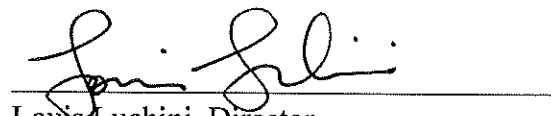
Adjournment:

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There being no further business, Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Fitts. Commissioner Fitzgerald adjourned the meeting at 11:20 P.M.


Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission


Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations