

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, November 12, 2024
Virtual component using Zoom

Call to Order:

Commission Chair Fitzgerald called the meeting to order at 10:00 A.M.

Roll Call

Commissioners in Attendance: Elizabeth Fitzgerald, Julie Sheehan, Kim Monaghan, Stacey Fitts, and John Schneck

BABLO/DAFS Staff in attendance: Michael Boardman, Deputy Director; Lisa Rodrigue, Lottery Marketing Manager; Tracy Willett, Acting Deputy Director; Philip Mantis, Department of the Attorney General; Daniel Meaney, Lottery Games Manager; Niall Breen, Operations/Security Supervisor; Judy Thomas, Marketing Specialist; Jennifer Griffin, Senior Staff Accountant, GGSC; Nicholle Clark, Liquor Operations Associate; Julie Waller, Clerk of the Commission

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

Scientific Games in attendance (Lottery portion only): Renee Loring, Greta Cerce, Darrell Frecker, and Carolyn Dennett

Fuseideas in attendance (Lottery portion only): Steve Mason

Others in attendance:

Spirits portion only: David Hall, Jeff Auprey, and Rob Andreasen, Southern Glazer's; Patrick Murphy, Martignetti; Gary Duncklee, RNDC; Ken Grant, Rooper's; Seth Ferris, MS Walker; Dean Nowell and John Nappi, Bow Street; Micheal Meir, RSVP; Peter Murphy, HPM & Ruby Wines; Dave Makson, Damon's Beverage; Ned Wight, New England Distilling; Andrew Roth-Wells, Preti Flaherty; Jonathan Asen, Bernstein Shur

Lottery portion only: Mark Basedow, Lotto.com

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the October 8, 2024, meeting be approved. A motion was made by Commissioner Schneck to accept the minutes; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Acting Deputy Director Tracy Willett reported on the following sales and profits reports.

Sales report for October:

- Shipping days: 23 TY vs. 22 LY
- Cases sold were 114,291 TY vs. 111,688 LY; +2.33%
- Dollar Sales were \$20,474,518 TY vs. \$19,651,874 LY; +4.19
- Bailment collected: \$333,329
- Depletion allowances: \$847,586

Sales report for YTD:

- Cases sold were: 525,782 TY vs. 522,028 LY; +0.72%
- Dollar Sales were: \$91,323,882 TY vs \$89,173,479 LY; +2.41%
- Shipping days were 89 TY vs. 87 LY
- Spirits Financial Activity YTD - FY 2025 vs FY 2024
 - Spirits Operating Profits - \$5,547,885 vs \$5,472,503 +1.38%
 - Spirits Profits Transfers - \$5,247,488 vs \$8,364,754 -37.27%
- Budget to Actual Financial Performance
- 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 Willett presented forty-four (44) new product listings for November 2024. 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. (New product listings distributed and attached to the minutes.)

Label/Package Changes:

Acting Deputy Director Willett presented three (3) label/package changes for November 2024. A motion was made by Commissioner Sheehan to accept the label/package changes as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Label/package changes distributed and attached to the minutes.)

Value Added Packs:

Acting Deputy Director Willett presented one (1) VAP/Seasonal listing for November 2024. A motion was made by Commissioner Monaghan to accept the label/package change as presented; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (VAP/Seasonal listing distributed and attached to the minutes.)

Rebates:

Acting Deputy Director Willett presented twenty-three (23) rebates/coupons for November 2024. 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 Schneck. 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:
 - Holiday Rack Artwork
 - Holiday Cocktails – Almond Snowcap, Salted Caramel Eggnog, Fig & Rye
 - Holiday Recipes – Rum & Cranberry Cream Cheese Dip, Bourbon Sausage Hand Pies, Candy Cane Cake Pops
 - Holiday High Impact Unit
 - Holiday High Impact Unit Stats
 - Engagement Rate – 12.6% (*Benchmark 10%*)
 - Click Through Rate – 3.23% (*Benchmark 1%*)
 - October App Content Trends
 - October 2024 Social Performance
 - Facebook Total Followers - 27,880
 - Facebook Reach - 229,575
 - Facebook Engagements - 20,950
 - Facebook Engagement Rate - 9.1%
 - Instagram Followers- 7,765
 - Instagram Reach - 32.6k
 - Instagram Engagement – 1,190
 - October 2024 Top Social Posts
 - Facebook – The Tarratine / Intro Post, Valerie in Maine Takeover
 - Instagram – Apple Cider Spritz / Katya
 - October 2024 Email Marketing
 - Total Subscribers – 15,049
 - 28% Open Rate Last Month
 - Top Campaign - 36.6% Open Rate
 - October 2024 In the Know Newsletter – 33% Open Rate
 - Maine Spirits App
 - Launched January 2018
 - Total Downloads – 145,111
 - New Downloads – 1,802
 - October Push Notifications Results
 - 10/10/24 – 97 Opens
 - 10/17/24 – 96 Opens
 - 10/24/24 – 121 Opens
 - October Happy Hour Videos
 - October Katya Videos

Other Business: Acting Deputy Director Willett reported that the new online licensing system launched October 28, 2024. She reported that there have been a few bugs to work out. However, overall, the system has been going well since the launch. BABLO has been receiving positive feedback from licensees.

Public Comments: None

The next Commission meeting is scheduled for Tuesday, December 10, 2024, at 10:00 a.m.
The January 2025 meeting is tentatively scheduled for January 14, at 10:00 a.m.

Lottery Operations:

Deputy Director Michael Boardman reported that Maine Lottery held their 50th anniversary event on October 26, 2024 at the Augusta Civic Center. The event went very well. Approximately 100 lottery winners attended. He reported that Maine Lottery gave away over \$200,000 in cash and prizes. Continuing with the 50th anniversary celebrations there is an event on Sunday November 17, 2024, with ten lottery retailers at a Maine Mariners hockey game. Deputy Director Boardman reported that Double-Play was supposed to launch last week. It has been slightly delayed due to ICS. It will launch on December 1, 2024. Maine Lottery is working on the gaming system instant ticket printing RFP. There is not a timeline for this RFP process. There is a big jackpot with the VIP progressive game. The jackpot is over 1.2 million dollars. The recent Wearhouse Dash event was a success. The participants received over \$180,000 worth of prizes. Deputy Director Boardman asked Terry Meehan the Bureau's Financial Analyst to explain the decrease in profit to the Maine Outdoor Heritage Fund for the month. Mr. Meehan explained the decrease was due to an adjustment needed to be made based on a previous accounting error that incorrectly reflected the retailer commissions paid for the sale of Outdoor Heritage tickets. The service center accounting team did not correctly account for the retailer commissions for a period of time resulting in the adjustment.

Deputy Director Boardman reported on YTD (through November 2, 2024) sales as follows:

- Draw Sales FY25 \$23,291,307; -\$14,422,994 or -38.24%
- Fast Play Sales FY25 \$7,150,885; +\$2,699,837 or +60.66%
- Instant Game Sales FY25 \$109,470,608; -\$1,518,420 or -1.37%
- Total Combined Sales FY25 \$139,912,800; -\$13,241,577 or -8.65%

- Lottery Profit Transfer to General Fund
 - October Actual FY25 \$5,799,518; +\$414,903 to Budget +7.71%
 - YTD Actual FY25 \$24,323,092; +\$1,438,478 to Budget +6.29%

- Profit Transfer to Outdoor Heritage Fund
 - October Actual FY25 \$-7,691; -\$69,229 to Budget -112.50%
 - YTD Actual FY25 \$95,569; -\$165,968 to Budget -63.46%

(Fiscal Year Comparison and Monthly Profit Report attached to minutes)

New Business: None

Old Business: None

Approval of New Games:

Marketing Manager Lisa Rodrigue presented five (5) new games for approval.

- (\$2) COUNT 'EM UP
- (\$2) WIN WIN WIN
- (\$5) WINNING 7
- (\$5 9's IN A LINE

A motion was made by Commissioner Schneck to accept these games as presented; the motion was seconded by Commissioner Sheehan. 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 Sheehan reported about the upcoming Tri-State meeting to be held November 13-15, 2024. Maine is hosting this event in Portland. A video was shown of the Wearhouse Dash event on September 28, 2024, at Thompson's Point in Portland.

Scientific Games:

Darrell Frecker reported that he compared numbers calendar year to calendar year. Instant tickets were down 1.2% compared to the fiscal year statistics at 1.3%. Fast-Play is up 56% calendar year to calendar year compared to up 60% for the fiscal year. Draw is all about those big games. Draw is down 15% calendar year to calendar year as opposed to 38% for the fiscal year. Overall calendar year statistics are down 2.5% as opposed to the 8.6% for the fiscal year.

Greta Cerce reported that there will be a Fast-Play game launching on December 1, 2024. Winter Fast-Cash Bingo. There will be a Spring Fast-Cash Bingo launching in March. Greta shared tickets with the commission and BABLO. Greta reported about some recent big winners. She reported that two promotions are currently running. Secret Santa is currently through January 13, 2024. Also, the Golden Spin will end on December 8, 2024. Greta provided current promotions' performance updates as of November 1, 2024. Greta reported on points for drawings – the Breville runs through November 19, 2024. Also, the Ecoflow Solar Generator and the Dyson both run through December 15, 2024. Greta presented the First Ticket Entered report for October 2024. Greta reported on the Merry Money Systems Promotion. Episode 3 of the Maine Lottery Minute was released Friday November 8, 2024.

Fuseideas:

Steve Mason reported on the October 2024 MONOPOLY Campaign that ran from September 16, 2024, through October 31, 2024. He reported on the Maine Lottery 50th Anniversary Event and showed some pictures of the event. He reported on the Holiday Campaign that runs from November 11, 2024, through December 31, 2024. Steve shared radio and television spots for the Holiday Campaign.

Other Business: None


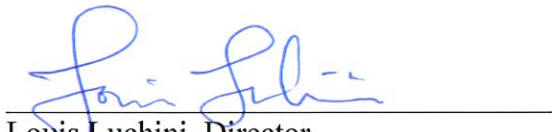
Public Comment: None

Adjournment:

The next Commission meeting is scheduled for Tuesday, December 10, 2024, at 10:00 a.m.

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There being no further business, Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Sheehan. The meeting adjourned at 11:58 am.


Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission
Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations