Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, January 14, 2020
10 Water St
Hallowell, ME

Call to Order:

Acting Chair Patricia Rice called the meeting to order at 10:00 A.M.

Roll Call

Commissioners in Attendance: Betsy Fitzgerald, Patricia Rice, Julie Sheehan, and Larry Davis.

BABLO Staff in attendance: Director Gregg Mineo, Deputy Director Tim Poulin (Spirits portion only), Deputy Director Michael Boardman, (Lottery portion only), Tracy Willett, Spirits Operations Manager (Spirits portion only), Terrance Meehan, Financial Analyst; Eileen Bonenfant, Clerk of the Commission; Lisa Rodrigue, Lottery Marketing Specialist (assisting new Clerk).

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons, Jason Clary, and Don Potter.

Scientific Games in attendance (Lottery portion only): Darrell Frecker and Calvin Rinck.

Others in attendance:

Spirits portion only: Gary Duncklee, Horizon Beverage; Dolly Bois, MS Walker; Peter Murphy, HPM Associates; David Hall, Jeff Auprey, & Scott Ramsey, Southern Glazers; Dave McConnell, Three of Strong Spirits; Rick Gillian, RSVP; Alan Nye, Old Port Spirits; Donald Damon, Damon’s Beverage.

Lottery portion only: Steven Mason, Fuseideas

Approval of Minutes:

Acting Chair Rice asked for a motion that the minutes of the December 10, 2019, meeting be approved. A motion was made by Commissioner Davis to accept the minutes. Motion was seconded by Commissioner Fitzgerald and motion passed unanimously.

Liquor Operations:

Director Mineo reported on December 2019 sales as follows:

- Sales report for December:
  - Selling days: 21 TY vs. 20 LY
  - Cases shipped were 130,050 TY vs. 115,805 LY; +12.30%
  - Dollar Sales were $21,254,844 TY vs. $18,757,553 LY; +13.31%
  - Bailment collected: $219,438
  - Depletion allowances: $945,626
- Sales report for YTD:
  - Cases shipped were 717,983 TY vs. 682,504 LY; +5.20%
  - Dollar sales were $117,052,185 TY vs. $108,829,297 LY; +7.56%
  - Selling days: 130 TY vs. 129 LY
Director Mineo also reviewed the following sales and profit reports (sale and profit reports attached to the minutes):

- Maine Spirits Business Activity for December 2019
- Sales comparisons by County for Maine (counties of interest).
- Luxury Program sales
- Budget to Actual financial performance

New Business:

None

Old Business:

Deputy Director Poulin provided an update on what products are included in the “limited release spirits lottery”, which began on Sunday, January 5, 2020. The number of entries as of Sunday, January 12, 2020 were as follows:

- Consumer 1805
- On Premise Retailer 122
- Agency Liquor Store 34

The Pappy Van Winkle 15-year Bourbon had the most entries for all three categories and Double Eagle Very Rare Bourbon, which is a $1,999 bottle, had the least. Out of the 1805 entries, 288 municipalities were represented across the state. The lottery ends on Saturday, January 18th at 11:59 p.m.

New Product Listings:

Deputy Director Poulin presented twenty-nine (29) new product listings for January 2020. A motion was made by Commissioner Davis to approve the items for listing. Motion was seconded by Commissioner Fitzgerald and the motion passed unanimously. (New Product listing attached to the minutes)

Label/Package Changes:

Deputy Director Poulin presented five (5) label/package changes for January 2020. A motion was made by Commissioner Davis to accept the label/package changes as presented. Motion seconded by Commissioner Fitzgerald and the motion passed unanimously. (Label/package change distributed and attached to the minutes.)

Value Added Packs:

None

Rebates:

Deputy Director Poulin presented five (5) rebates and coupons for January 2020. All rebates and coupons were standard in nature. A motion was made by Commissioner Davis to accept all rebates and coupons. Motion seconded by Commissioner Fitzgerald and the motion passed unanimously. (Rebates distributed and attached to the minutes.)
Pine State Spirits:

Sheila Gibbons reported on the following:

- Provided an update on the Maine Spirits mobile app statistics from December. To date, there have been a total 36,402 downloads of the app. Viewed slides from the app’s holiday moods and the top three cocktails.
- Overview of the posts on the Maine Spirits’ Pinterest boards for November and December. There were overall impressions of 629,000 from 185,000 people with an engagement of 17,000, which means an interaction with the post.
- Viewed newly created cooking with spirits videos which will be coming soon to the Maine Spirits website and mobile app.

Other Business:

None

Public Comments:

None

Lottery Operations:

Director Mineo reported on December sales as follows:

- Draw Sales FY20 $27,575,475; -$11,399,459 or -29.25%
- Fast Play Sales FY20 $4,782,358; +$1,610,114 or +50.76%
- Instant Game Sales FY20 $125,088,143; + $9,567,794 or +8.28%
- Total Combined Sales FY20 $157,445,976; -$221,551 or -0.14%

(Fiscal Year Comparison attached to minutes)

Lottery Update:

- Lottery Profit Transfer to General Fund
  - December Actual FY20 $5,071,546; -$469,006 to Budget -8.46%
  - YTD Actual FY20 $32,065,383; $2,744,718 to Budget +9.36%

- Profit Transfer to Outdoor Heritage Fund
  - December Actual FY20 $54,553; -$30,417 to Budget -35.80%
  - YTD Actual FY20 $311,788; -$111,392 to Budget -26.32%

Director Mineo reported on his experience at the Powerball’s First Millionaire of the year event in New York during Dick Clark’s Rockin’ New Year’s Eve where Blain Marston from Howland Maine won the $1,000,000 prize.

New Business: None

Old Business: None
Approval of New Games:

Deputy Director Boardman presented three (3) new instant games. A motion was made by Commissioner Davis to accept the new games as presented. Motion seconded by Commissioner Fitzgerald and the motion passed unanimously. (Games attached to minutes)

Tri-State Report:

- Commissioner Julie Sheehan reported on the December 13th meeting in Concord, NH.
- The next meeting will be February 14th, 2020 in Concord, NH.

Scientific Games:

Darrell Frecker reported:

- Added some more information on the instant sales that Director Mineo had reported on above, on how they have been trying to level off the some of the drops on the $1 and $2 sales. They are going to keep doing promotions and try to improve those sales again.
- Will be launching four (4) new Fast Play games next month. One being the first $20 progressive game.

Calvin Rinek reported:

- Secret Santa had 1.4 million tickets entered into the promotion, which consisted of over 4 million individual entries.
- Nine (9) players will be going to Chicago to do the Warehouse Dash.
- James Bond promotion has kicked off and is doing extremely well.

Fuseideas:

- Reported on the February Fast Play creative for the new games.
- Viewed the television and listened to the radio James Bond 007 ads.

Deputy Director Boardman reported on:

- Powerball’s first Millionaire of the year drawing held during Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest where Blaine Marston from Howland Maine won the $1,000,000 prize.
- Video clips and images of the event were shown.
- The Lottery hosted 30 lottery winners and a guest in a super suite at Gillette Stadium in Foxborough MA to watch the Patriots play the Bills on December 21st. Images and videos were presented showing the winners in the suite and on the field during half time.

Other Business:

None
Public Comment:
None

Adjournment:

The next Commission meeting is scheduled for Tuesday, February 11, 2020, at 10:00 a.m. in Hallowell, Maine. The March meeting is tentatively scheduled for Tuesday, March 10, 2020 at 10:00 a.m. in Hallowell, Maine; with snow days of February 13, 2020 and March 12, 2020, if needed.

There being no further business a motion was made by Commissioner Fitzgerald and seconded by Commissioner Davis to adjourn. The motion carried unanimously, and the meeting adjourned at 12:25 p.m.

Patricia Rice, Acting Chairman
Maine Liquor & Lottery Commission

Gregory Mince, Director
Bureau of Alcoholic Beverages & Lottery Operations