Call to Order:

Acting Chair Patricia Rice called the meeting to order at 10:04 A.M.

Roll Call

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

BABLO/DAFS 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), Lisa Rodrigue, Lottery Marketing Specialist (Lottery portion only) and Terry Meehan, Financial Analyst.

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

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

Others in attendance:

Spirits portion only: Gary Duncklee, Horizon Beverage; Seth Ferris and Dolly Bois, MS Walker; David Hall, Ryan Sipe, Jeff Aubrey, Scott Ramsey and Zach Redmann, Southern Glazers; Cathy Sullivan, RSVP; Alan Nye, Old Port Spirits; Dean Nowell, Bow Street Beverage; Patrick Murphy, Martignetti; Peter Murphy, HPM Associates; Dave McConnell, Three of Strong Spirits; Matthew Schwenk, Palm Bay Spirits; Lynn Chadwick, Doom Forest Distillery; Christine Cummings, Maine Grocers and Food Producers Association; Curtis Picard, Retail Association of Maine; James Bass, Soltan & Bass.

Lottery portion only: Steven Mason, Fuseideas

Assistant Attorney General Michelle Robert

Explanation of Virtual Meeting

Acting Chair Rice read a statement explaining how the Commission will be managing the meeting virtually and the authority to conduct the meeting virtually. (Statement attached to the minutes)

Approval of Minutes:

Acting Chair Rice asked for a motion that the minutes of the March 10, 2020, meeting be approved. A motion was made by Commissioner Fitzgerald to accept the minutes. Motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.
Liquor Operations:

Director Mineo reported on March 2020 sales as follows:

- Sales report for March:
  - Selling days: 22 TY vs. 21 LY
  - Cases shipped were 106,280 TY vs. 93,019 LY; +14.26%
  - Dollar Sales were $16,779,038 TY vs. $14,492,684 LY; +15.78%
  - Bailment collected: $204,695
  - Depletion allowances: $690,228
- Sales report for YTD:
  - Cases shipped were 1,007,165 TY vs. 955,321 LY; +5.43%
  - Dollar sales were $164,288,810 TY vs. $152,292,505 LY; +7.88%
  - Selling days: 172 TY vs. 171 LY

Director Mineo also reviewed the following sales and profit reports (sale and profit reports attached to the minutes):

- Maine Spirits Business Activity for March 2020
- Sales comparisons by County for Maine (counties of interest).
- Luxury Program sales
- Budget to Actual financial performance

New Business:

Director Mineo and Deputy Director Poulin briefed the Commission on the Bureau’s activities relating to COVID-19.

Old Business: None

New Product Listings:

Deputy Director Poulin presented sixty-six (66) new product listings for April 2020. A motion was made by Commissioner Davis to approve all the items presented for listing. Motion was seconded by Commissioner Fitzgerald. 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:

Deputy Director Poulin presented one (1) label/package changes for April 2020. A motion was made by Commissioner Sheehan to accept the label/package changes as presented. Motion seconded by Commissioner Fitzgerald. 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:

Deputy Director Poulin presented seven (7) value added pack/seasonal wraps for April 2020. A motion was made by Commissioner Sheehan to accept the value-added pack/seasonal wrap. Motion seconded by Commissioner Fitzgerald. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Value added pack/Seasonal wrap distributed and attached to the minutes.)

Rebates:

Deputy Director Poulin presented fifty-three (53) rebates and coupons for April 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. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Rebates distributed and attached to the minutes.)

Pine State Spirits:

Sheila Gibbons reported on the following:

- Television ad using the Spirited Chef, Amy Kanye to talk about the cooking with spirits videos on MaineSpirits.com and the Maine Spirits app.
- Social media video with the Spirited Chef, Amy Kanye talking about cooking at home with spirits during the stay at home order.
- Social media posts about cocktails from the app that can be created at home with whatever you have on hand.
- Latest blog on Japanese Whiskey.
- Last podcast from Spenser Albee.

Other Business: None

Public Comments: None

Lottery Operations:

Director’s Report:

Director Mineo reported on YTD sales as follows:

- Draw Sales FY20 $40,321,112; -$14,155,632 or -25.98%
- Fast Play Sales FY20 $7,912,104; +$3,029,509 or +62.05%
- Instant Game Sales FY20 $184,559,755; +$15,245,297 or +9.00%
- Total Combined Sales FY20 $232,792,971; $4,119,175 or +1.80%
• Lottery Profit Transfer to General Fund
  ▪ March Actual FY20 $4,595,526; -$239,317 to Budget -4.95%
  ▪ YTD Actual FY20 $47,786,612; $4,616,579 to Budget +10.69%

• Profit Transfer to Outdoor Heritage Fund
  ▪ March Actual FY20 $12,239; -$52,652 to Budget -81.14%
  ▪ YTD Actual FY20 $384,768; -$189,391 to Budget -32.99%

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

**New Business:** Director Mineo and Deputy Director Boardman briefed the Commission on the Lottery’s activities relating to COVID-19.

**Old Business:** None

**Approval of New Games:** Deputy Director Boardman presented two new games. The $2 Double Dollars and the $3 Outdoor Heritage game Wild Winnings. A motion was made by Commissioner Davis to accept the games as presented. Seconded by Commissioner Sheehan. The roll was called and the motion carried unanimously.

**Scientific Games:**

Darrell Frecker reported on the actions that Scientific Games is taking during the COVID-19 pandemic. Most office staff is working from home and service technicians are only responding to service calls that require equipment repair. SGI continues to work with the Maine Lottery on upcoming new game initiatives to enhance revenue after the pandemic has ended.

**Fuseideas:**

Steve Mason reported that TV and Radio advertising has been pulled per the lottery due to the pandemic. Fuseideas continues to work on the Keys and Cash instant ticket POS and Radio along with other projects

**Other Business: None**

**Public Comment:** None
Adjournment:

The next Commission meeting is scheduled for Tuesday, May 12, 2020, at 10:00 a.m., Location TBA.

The June meeting is tentatively scheduled for Tuesday, June 9, 2020 at 10:00 a.m. in Hallowell, Maine.

There being no further business Commissioner Sheehan made a motion to adjourn. Commissioner Davis seconded the motion. The roll was called and the motion carried unanimously. The meeting adjourned at 12:31 p.m.

Patricia Rice, Acting Chairman
Maine Liquor & Lottery Commission

Gregory Mineo, Director
Bureau of Alcoholic Beverages & Lottery Operations