Call to Order:

Acting Chair Patricia Rice called the meeting to order at 10:02 A.M.

Roll Call

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

BABLIO/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, Ron Miguel.

Others in attendance:

Spirits portion only: Gary Duncklee, Horizon Beverage; Seth Ferris, 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.

Lottery portion only: Steven Mason, FuseIdeas

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 April 14, 2020, meeting be approved. A motion was made by Commissioner Davis to accept the minutes. Motion was seconded by Commissioner Fitzgerald. 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. 22 LY
  - Cases shipped were 106,686 TY vs. 94,220 LY; +13.23%
  - Dollar Sales were $17,172,791 TY vs. $14,969,134 LY; +14.72%
  - Bailment collected: $171,203
  - Depletion allowances: $933,542

- Sales report for YTD:
  - Cases shipped were 1,113,854 TY vs. 1,049,540 LY; +6.13%
  - Dollar sales were $181,461,600 TY vs. $167,261,639 LY; +8.49%
  - Selling days: 216 TY vs. 214 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).
- Sales comparisons of New Hampshire’s business for January to March to Maine’s business
- Luxury Program sales
- Budget to Actual financial performance

New Business: None

Old Business: None

New Product Listings:

Deputy Director Poulin presented thirty-one (31) new product listings for May 2020. A motion was made by Commissioner Fitzgerald to approve all the items presented for listing. Motion was seconded by Commissioner Sheehan. 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 May 2020. A motion was made by Commissioner Davis 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 one (1) value added pack/seasonal wraps for May 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 twenty-four (24) rebates and coupons for April 2020. All rebates and coupons were standard in nature. A motion was made by Commissioner Sheehan to accept all rebates and coupons. Motion seconded by Commissioner Davis. 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:

- Success on our sponsorship of our Spirited Chef, Amy Kanye’s Friday Happy Hour cooking live stream video. Last week, over 600 participated.
- Latest blog on coffee flavored products; using spirits to make desserts.
- Spring Campaign – “Put A Little Spring in Your Sip”
  - Campaign is featuring 3 cocktails – The Bee Sting, the Strawberry Mule and the Daysipper
  - Rack art and the social media ideations for the campaign
- Social media ideations for Cinco de Mayo

Other Business: None

Public Comments: None

Lottery Operations:

Director’s Report:

Director Mineo reported on YTD sales as follows:

- Draw Sales FY20 $43,633,067; -$15,230,115 or -25.87%
- Fast Play Sales FY20 $8,806,123; +$3,331,905 or +60.87%
- Instant Game Sales FY20 $202,751,088; + $14,685,584 or +7.81%
- Total Combined Sales FY20 $255,190,278; $2,787,375 or +1.10%
- Lottery Profit Transfer to General Fund
  - April Actual FY20 $3,525,241; -$700,357 to Budget -16.57%
  - YTD Actual FY20 $51,311,852; $3,916,221 to Budget +8.26%

- Profit Transfer to Outdoor Heritage Fund
  - April Actual FY20 $25,682; -$51,099 to Budget -66.55%
  - YTD Actual FY20 $422,689; -$293,143 to Budget -40.95%

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

New Business: None

Old Business: None

Approval of New Games: Deputy Director Boardman presented five new games. The $1 “Loose Change”, $2 “Lucky Corners”, $5 “Aces & 8’s”, $5 “Keys N Cash” and $10 “$50 or $100”. A motion was made by Commissioner Fitzgerald to accept the games as presented. Seconded by Commissioner Sheehan. The roll was called, and the motion carried unanimously.

Scientific Games:

Darrel Frecker reported that Scientific Games is working with lottery personnel to develop new Fast Play games. In addition, Scientific Games will be scheduling a meeting with lottery personnel to discuss instant game planning for the next several months. Calvin Rinck reported that the lottery is offering a points discount for the month of May to celebrate Mother’s Day. There will also be a points discount in June to celebrate Father’s Day. Mr. Rinck also reported that Maine has had a good several weeks with Lucky for Life having several $5,000 winners and a $25,000 a year for life winner.

Fuseideas:

Steve Mason reported that we will go back on television at the end of May with responsible gaming messaging and continues to work on supporting upcoming promotions and game launches.

Other Business: None

Public Comment: None
Adjournment:

The next Commission meeting is scheduled for June 9, 2020, at 10:00 a.m. as a virtual meeting.

The July meeting is tentatively scheduled for Tuesday, July 14, 2020 at 10:00 a.m. in Hallowell, Maine.

There being no further business Commissioner Sheehan made a motion to adjourn. Commissioner Fitzgerald seconded the motion. The roll was called, and the motion carried unanimously. The meeting adjourned at 11:58 a.m.

[Signature]
Patricia Rice, Acting Chairman
Maine Liquor & Lottery Commission

[Signature]
Gregory Mineo, Director
Bureau of Alcoholic Beverages & Lottery Operations