Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, June 16, 2020
Virtual Meeting using Zoom

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 (signed in at 10:11 A.M.

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; Steve Chapman, MS Walker; David Hall, Rob Andreasen, Scott Ramsey and Zach Redmann, Southern Glazers; Cathy Sullivan, RSVP; Alan Nye, Old Port Spirits; Dean Nowell, Bow Street Beverage; Patrick Murphy, Martignetti; Donald Damon, Damon’s Beverage, Diane Romick, Broken Shed Vodka; Christine Cummings, Maine Grocers’ and Food Producers' Association; Jesse Lupo, Mossy Ledge Distillery; Andrew Stewart, Blue Barron Distillery.

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 May 12, 2020, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes. Motion was seconded by Commissioner Fitzgerald. The roll was called, and Commissioners Rice, Sheehan and Fitzgerald voted in the affirmative; the motion passed unanimously. Commissioner Davis had not yet join the meeting.
Liquor Operations:

Director Mineo reported on March 2020 sales as follows:

- Sales report for March:
  - Selling days: 21 TY vs. 23 LY
  - Cases shipped were 119,563 TY vs. 117,231 LY; +1.99%
  - Dollar Sales were $18,921,881 TY vs. $18,403,122 LY; +2.82
  - Bailment collected: $200,872
  - Depletion allowances: $809,229
- Sales report for YTD:
  - Cases shipped were 1,233,417 TY vs. 1,166,771 LY; +5.71%
  - Dollar sales were $200,378,661 TY vs. $185,653,017 LY; +7.93%
  - Selling days: 237 TY vs. 237 LY

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

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

New Business: None

Old Business: None

New Product Listings:

Deputy Director Poulin presented forty-five (45) new product listings for June 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 three (3) label/package changes for June 2020. A motion was made by Commissioner Davis to accept the label/package changes as presented. Motion seconded by Commissioner Sheehan. 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 four (4) value added pack/seasonal wraps for June 2020. A motion was made by Commissioner Fitzgerald to accept the value-added pack/seasonal wrap. Motion seconded by Commissioner Sheehan. 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.)

Quarterly Price Adjustments:

Deputy Director Poulin presented seventy-five (75) price adjustments for quarterly price changes. A motion was made by Commissioner Davis to accept the price changes. Motion seconded by Commissioner Fitzgerald. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Quarterly price changes attached to the minutes)

Delisted Items:

Deputy Director Poulin presented forty-two (42) items for delisting. A motion was made by Commissioner Davis to approve the items for delisting. Motion seconded by Commissioner Fitzgerald and the motion passed unanimously. (Delisted Items attached to the minutes)

Rebates:

Deputy Director Poulin presented seventeen (17) rebates and coupons for June 2020. All rebates and coupons were standard in nature. A motion was made by Commissioner Fitzgerald to accept all rebates and coupons. Motion seconded by Commissioner Sheehan. 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:

- Summer creative for the racks, cocktails and product promotion
- Latest blog on coffee flavored products
- Summer sweepstakes offered by suppliers
- Podcast by Spencer Albee
- Cheers from Home by Erin Ovalle

Other Business: None

Public Comments: None
Lottery Operations:

Director’s Report:

Director Mineo reported on YTD sales as follows:

- Draw Sales FY20 $48,519,973; -$16,509,957 or -25.39%
- Fast Play Sales FY20 $10,068,995; +$3,850,943 or +41.93%
- Instant Game Sales FY20 $233,308,662; +$22,277,210 or +10.56%
- Total Combined Sales FY20 $291,897,630; $9,618,196 or +3.41%

- Lottery Profit Transfer to General Fund
  - May Actual FY20 $7,853,991; + $2,938,476 to Budget +59.78%
  - YTD Actual FY20 $59,165,843; + $6,854,697 to Budget +13.10%

- Profit Transfer to Outdoor Heritage Fund
  - May Actual FY20 $152,310; +$111,383 to Budget +272.15%
  - YTD Actual FY20 $574,999; -$181,759 to Budget -24.02%

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

New Business: None

Old Business: None

Approval of New Games: None

Scientific Games:

Darrell Frecker reported that Scientific Games will be scheduling a meeting with lottery personnel to discuss instant game planning for the next several months. In addition, Mr. Frecker stated that Scientific Games is working to support the Big Spin instant game that has a unique win reveal at retail stores. Players can win a “spin prize” and when their ticket is scanned, the advertising display in the stores will play a video file showing a spin wheel that will stop on a prize amount that the player has won. There will also be a second chance promotion where players can enter to attend a Big Spin event for a chance to spin a big wheel and win up to $250,000.

Fuseideas:

Deputy Director Boardman announced that Fuseideas has been awarded the advertising contract after a competitive bidding process. Mr. Boardman said that Fuseideas earned the job by submitting a strong proposal that provides the lottery the best value. Steve Mason thanked the lottery and said he and his team are excited to continue working with the Maine Lottery to increase revenue for good causes in Maine. Mr. Mason played the lottery’s newest promotional radio spot that will begin running immediately and promoting the Powerball promotion in June.
Other Business: None

Public Comment: None

Adjournment:

The next Commission meeting is scheduled for July 14, 2020, at 10:00 a.m. as a virtual meeting.

The August meeting is tentatively scheduled for Tuesday, August 11, 2020 at 10:00 a.m. as a virtual meeting.

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 11:58 a.m.

Patricia Rice
Patricia Rice, Acting Chairman
Maine Liquor & Lottery Commission

Gregory Mineo, Director
Bureau of Alcoholic Beverages & Lottery Operations