



## Idaho Lottery Commission Meeting Minutes

### **Date, Time and Place**

The 235<sup>th</sup> meeting of the Idaho Lottery Commission took place on Thursday, July 16, 2020 at 10:00 AM, Idaho Lottery Headquarters, Boise, Idaho and via teleconference.

### **Attendees:**

Commissioners Present Via Teleconference:

Chairman, Craig Corbett  
Commissioner, Susan Kerrick  
Commissioner, Gary Michael  
Commissioner, Grant Brackebusch

Lottery Staff Via Teleconference:

Director, Jeff Anderson  
Chief Operating Officer, Becky Schroeder  
Human Resources & Admin. Officer, Jennifer Quinno-Miller  
Deputy Director of Sales, Larry Polowski  
Deputy Director of Marketing, Sherie Moody-St. Clair  
Director of Lottery Security, Tony Pittz  
Chief Financial Officer, Jay Prickett  
Public Information Specialist, David Workman  
Senior Product Manager, Joe King

Others Present Via Teleconference:

Ryan Belveal, International Gamco/Diamond Game  
Jeremy Pisca, Risch Pisca  
Steve Poole, Intralot

### **1. Meeting Called to Order**

Chairman Corbett called the meeting to order at 10:00 AM

## **2. Approval of the Minutes**

Commissioner Michael moved to approve the minutes from the May 28, 2020 and June 30, 2020 Commission Meetings. The motion was seconded by Commissioner Kerrick. The vote was unanimous for approval.

## **3. Director Update**

Director Anderson reported that he has submitted a couple of names to the Governor's Office for consideration as a replacement for Mel Fisher.

### **Play Wise**

The Play Wise initiative is something the Lottery has been considering for some time and the Commission received a copy of what this initiative will look like. It takes the place of the 'Play Responsibly' messaging that we have had for 30 years, but it is something we are going to use to focus in the "do good" elements the Lottery stands for as well. It speaks to when you Play Wise, it benefits everyone, going beyond the Dividend and into our Do Good programs. It also points to playing responsibly.

### **Virtual Dividend Announcement**

As you know, the Lottery typically has a Dividend announcement in person with the Governor. This year is obviously different and it is not possible for us to do that. We have been working on a virtual announcement and hope to have that done by the end of July. The Commission has declared the second largest Dividend in the history of the Lottery at \$55.5 million for FY20. Everything has come together at the end of the year and it has been great.

### **Powerball Update**

The Commission previously approved a legislative idea that would allow us to participate in international sales of the Powerball game if it moves that direction. It is possible that the Powerball group will reconsider the timing of offering the game internationally. It does not relieve us of the need to get the legislation changed but hopefully can prevent us from having to cease sales of the game.

### **FY2022 Budget**

While we are not subject to the hiring freezes and hold backs, we are sensitive to what is happening in State government and we think we can continue to grow our dividend this year with a flat budget and spending authority and the only thing that increases is the cost to deliver Scratch tickets and that is simply because we are selling more of them. This budget is due the end of August.

### **Strategic Planning**

Also due the end of August is our Strategic Plan. We continue to work on our business, not just in it and we are spending a lot of time focusing on that.

#### **4. Administration Update**

Chief Operating Officer Becky Schroeder reminded the commission of the bid process and history of the Scratch ticket printing contract process. Currently we have we have IGT as our Primary printer and Pollard as our Secondary printer. Those contracts are coming to the end of their duration and we need to publish an RFP by the end of July. The Commission was given a draft of the RFP. Product Manager, Joe King, presented the RFP and Executive Summary to the Commission. They asked the Commission for approval to publish the RFP once finalized by the Attorney General.

Commissioner Brackebusch moved to approved publishing the RFP at the end of July. The motion was seconded by Commissioner Kerrick. The vote was unanimous for approval.

#### **5. Current Sales Report**

Chief Financial Officer Jay Prickett presented the sales report. The sales report is entered into the minutes as an attachment.

#### **6. Marketing Division Update**

Deputy Director Sherie Moody-St. Clair updated the Commission on the launching of the Idaho Parks Scratch tickets which are selling really well. This game also has a second chance feature which already has 12,000 entries. The Commission received the new Marketing Plan and she went through it with the Commission. We are continuing the advancement of our Do Good initiatives and working to expand those programs. We are continuing our game development and adding to our game lineup. We are looking at bringing back classic Scratch games and a family of games. We continue to focus on new player acquisition which includes our new \$1 tickets and our new CRM program.

We are working on new VIP Club development and will have a new RFB for you to approve next meeting. We have a new Holiday interactive game coming as well.

#### **7. Sales Division Update**

Deputy Director Larry Polowski reported that the LSR's are continuing to follow all safety protocols while out in the field and we hope to continue our clean track record. Scratch tickets are flying out the doors and delivering them as fast as we can get them into the marketplace.

We will soon be receiving 20 new DreamTouch vending machines and will work to get those placed into high-volume locations as fast as we can. When they hit the market they have been generating incremental revenue so we will work quickly.

We got really good news a couple of weeks ago that some of the Fred Meyers' will now be stocking Scratch tickets at their Customer Service desks. This is huge for us and we feel will be incremental touch points. The fuel centers will also have machines and the ability to sell tickets.

**8. Security Division Update**

Deputy Director Tony Pittz reported that although times are tough, there does not seem to be an uptick in crime, we have stayed pretty steady. People are still playing and still getting paid and it is astounding how positive sales and validations have been.

**9. Set Future Commission Meeting**

Commissioner Michael moved to set the next meeting for September 17, 2020 at 10:00 AM. Commissioner Brackebusch seconded the motion. The vote was unanimous for approval.

**10. Adjournment**

Commissioner Kerrick moved to adjourn, seconded by Commissioner Brackebusch and the meeting was adjourned.

**Certification:**

I hereby certify that the foregoing minutes are a true and correct record of the actions and decisions made by the Lottery Commission.

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Jeffrey R. Anderson, Executive Director  
Lottery Commission Secretary

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Date