



Idaho Lottery Commission Meeting Minutes

Date, Time, and Place

The 274th meeting of the Idaho Lottery Commission took place on Thursday, May 22, 2025, at Idaho Lottery Headquarters, Boise, Idaho and via Zoom.

Attendees:

Commissioners Present:

Chairman, Craig Corbett – via Zoom
Commissioner, Sue Kerrick – via Zoom
Commissioner, Skip Smyser– via Zoom
Commissioner, Joni Stright– via Zoom
Commissioner, Amy Bloem– via Zoom

Lottery Staff Present:

Director, Andrew Arulanandam– via Zoom
Chief Operating Officer, Becky Schroeder
Deputy Director of Sales, Larry Polowski
Deputy Director of Marketing, Sherie Moody-St. Clair
Director of Lottery Security, Tony Pittz
Chief Financial Officer, Ben Klotthor
Administrative Manager, Gaby Perez
Public Information Specialist, David Workman
Customer Service Lead, Heather Dillon

Others Present:

Micah Aberson, Lawrence & Schiller - via Zoom
Jamie Hegge, Lawrence & Schiller - via Zoom
Joey Nielson, Lawrence & Schiller - via Zoom
Jason Kreizenbeck, Lobby Idaho - via Zoom
Ryan Belveal, Diamond Game - via Zoom
Kellen McGurkin, LSO - via Zoom

1. Meeting Called to Order

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

2. Marketing Division Discussion

Deputy Director, Sherie Moody-St. Clair, and Chief Operating Officer, Becky Schroeder began the meeting with providing the Commission with a detailed overview of our Request for Proposal (RFP) process. The process is as follows; Lottery leadership brings any Requests for Proposal to the Commission for their approval, if the Commission approves the request, the RFP is then published. The proposal submissions have a deadline and after the deadline closes there is a specific Committee for each RFP assigned to evaluate each proposal. The pricing of the bid is not provided to Committee members and is only seen by our Chief Financial Officer (or his designee). The Committee reviews all proposals. For the current Advertising RFP, there were thirteen bidders and out of the thirteen, the committee scored written proposals and unanimously chose the same top five to continue with the creative presentation portion. After the creative presentations were completed, the committee completed their analysis of the bids and submits a score sheet. At the end of the scoring process, and all scores are tallied and finalized, our Chief Financial Officer brings the scoring of the pricing to add to the scoring process. All scores are submitted to calculate the total points each responder receives to determine the highest points to determine the recommended agency for the award.

Advertising RFP – Recommendation for Award*

Deputy Director, Sherie Moody-St. Clair, requested approval from the Commission to award the Advertising RFP to Lawrence & Schiller.

Commissioner Kerrick moved to approve the award for Advertising to Lawrence & Schiller. The motion was seconded by Commissioner Smyser. The vote was unanimous for approval.

3. Adjournment

Commissioner Kerrick moved to adjourn, seconded by Commissioner Bloem 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.



Andrew Arulanandam, Lottery Director
Lottery Commission Secretary

6/30/2025

Date