



Idaho Lottery Commission Meeting Minutes

Date, Time and Place

The 236th meeting of the Idaho Lottery Commission took place on Thursday, September 17, 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 Present:

Director, Jeff Anderson
Human Resources & Admin. Officer, Jennifer Quinno-Miller
Deputy Director of Sales, Larry Polowski
Deputy Director of Marketing, Sherie Moody-St. Clair
Chief Financial Officer, Jay Prickett
Detective, Michelle Emmons
Public Information Specialist, David Workman

Others Present Via Teleconference:

Ryan Belveal, International Gamco/Diamond Game
John Sheldon, Sullivan & Reberger
Billy Mitchell, Mitchell Palmer
Tom Donahoe, Mitchell Palmer
Troy Keeping, Diamond Game
Brad Surkamer, CLM

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 July 16, 2020 Commission Meeting. The motion was seconded by Commissioner Brackebusch. The vote was unanimous for approval.

3. Director Update

Director Anderson reported on the Powerball game. There has been interest from the Powerball group to offer the game in the international marketplace. The Commission approved a Legislative Idea to change the law in Idaho to allow us to participate in that game should it change. We are hopeful that change will be approved in the Legislature so that if the game changes we can still participate. We will work on getting information on this out after the November election.

We are focused on the things we can control, including our Scratch ticket sales which are really amazing. We did embark on a "new and improved" \$1 ticket strategy and the sales on \$1 Scratch ticket sales are up \$8,000 per week.

Lucky for Life will be moving to a daily draw in March 2021 as well as Weekly Grand. Evidence from around the country shows that moving these games to daily draws can increase sales 60-70%. We are also considering joining a new MUSL daily draw game called 2x2 which we could be bringing to the Commission soon for approval.

Commissioner Brackebusch will be reappointed to the Lottery Commission and we have recruited an attorney in Coeur d'Alene, Peter Smith, to fill our vacant spot.

4. Administration Update

No report was provided.

5. Current Sales Report

The current sales report is entered into the minutes as an attachment

6. Marketing Division Update

Deputy Director Sherie Moody-St. Clair provided an overview of the marketing department. The Idaho Parks promotion finished well, and Raffle and the holiday games are coming which is also a big successful time of year and we expect this year will be the same. We will have many promotions during Raffle to help promote the game. Bucks for Books, part of our Do Good programs is happening right now. So far, we have had 300,000 VIP Club points donated and we have committed \$40,000 to the Idaho Commission for Libraries to support the program.

We are also working really hard to promote our Draw games to make sure players know about the secondary games, as well.

We are seeking to design and implement a new VIP Club as the one we have was put into place in 2007. The backend of the system is very old and not supported much anymore so we need to upgrade. If the Commission approves, we are interested in issuing a Request for Bid, to be published on September 18, 2020, with responses due by October 21, 2020, and would plan to have a recommendation to the Commission during the November meeting.

Commissioner Brackebush moved to approve issuing an RFB for the VIP Club. The motion was seconded by Commissioner Kerrick. The vote was unanimous for approval.

7. Sales Division Update

Deputy Director Larry Polowski reported the sales team is focused on keeping Scratch games stocked and keeping up with the demand as sales have been tremendous.

We have new DreamTouch machines coming and we are working on identifying the best locations for those machines to maximize our sales.

8. Security Division Update

Detective Michelle Emmons provided an update on the Security Division. She reported that we will be no longer using contractors to conduct ADA surveys of our retail locations and instead our ADA Coordinator will now be doing the surveys herself.

There have been significantly fewer theft cases at retail locations by retailer employees.

9. Set Future Commission Meeting

Commissioner Michael moved to set the next meeting for November 19, 2020. Commissioner Kerrick seconded the motion. The vote was unanimous for approval.

10. Adjournment

Commissioner Brackebusch moved to adjourn, seconded by Commissioner Michael 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.

Jeffrey R. Anderson, Executive Director
Lottery Commission Secretary

Date