



## Idaho Lottery Commission Meeting Minutes

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

The 256<sup>th</sup> meeting of the Idaho Lottery Commission took place on Thursday, March 16, 2023, at Idaho Lottery Headquarters, Boise, Idaho and via Zoom.

### **Attendees:**

#### Commissioners Present:

Chairman, Craig Corbett  
Commissioner, Sue Kerrick  
Commissioner, Skip Smyser  
Commissioner, Joni Stright

#### Lottery Staff Present:

Director, Jeff Anderson  
Chief Operating Officer, Becky Schroeder  
Detective, Michelle Emmons  
Deputy Director of Sales, Larry Polowski  
Deputy Director of Marketing, Sherie Moody-St. Clair  
Chief Financial Officers, Jay Prickett & Ben Klotthor  
Management Assistant, Gaby Perez

#### Others Present:

Brad Surkamer, CLM  
Ryan Belveal, Diamond Game  
Steve Poole, Intralot  
Pat Sullivan, Sullivan & Reberger  
Phil Reberger, Sullivan & Reberger  
Alex Williamson, LSO - via Zoom  
Shanna Bray, Pollard-Banknote - via Zoom

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

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

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

Commissioner Kerrick moved to approve the minutes from the January 19, 2023, meeting. Commissioner Smyser seconded the motion. The vote was unanimous for approval.

### **3. Director Update**

#### **Legislative Update**

Director Anderson informed the Commission that only our budget was presented to the Legislatures and has gone through the House and is now with the Senate.

#### **NFL Update**

Director Anderson discussed the addition of the NFL game to Powerball. This is set to be a \$5 game that may be coming as early as September. This game will only be available during football season, not year around. This NFL addition is currently being discussed by three vendors to verify it can be launched this year.

#### **Intralot Update**

Director Anderson updated the Commission that Intralot's CEO Byron Booth has been replaced by Nikos Nikolakopoulos. We have worked with Mr. Nikolakopoulos in the past and he has done a great job, we look forward to working with him again.

#### **Creative/Media/Strategy Services Contracts\***

Director Anderson updated the Commission on the renewal of our Creative, Media and Strategy contracts that have been synced in their renewals and are up for renewal at this time. These contracts are all with CLM, however remain as three separate contracts. Due to the contracts not being attached to the commissioners' packets they have asked for this to be discussed at the next meeting, no action was taken at this time.

### **4. Current Sales Report**

Chief Operating Officer, Becky Schroeder, introduced Ben Klotthor as our new Chief Financial Officer. Jay Prickett, who has been with the Idaho Lottery for 28 years is retiring effective today. Jay Prickett and Ben Klotthor, Chief

Financial Officers, reviewed the current sales report, and that sales report is entered into the minutes as an attachment.

**5. Marketing Division Update**

Deputy Director of Marketing, Sherie Moody-St. Clair, updated the Commission on our Scratch for Schools events that are currently happening throughout the state. We have had over 450 schools sign up for the event. Our Lucky for Life promotion has also been very successful, and the next promotion is a Bonus Play on our Cashword scratch ticket. Bonus play will be second chance entries for non-winning tickets in order to give more chances to win additional tickets and prizes.

**6. Sales Division Update**

Deputy Director of Sales, Larry Polowski, updated the Commission that our scratch inventory is up by ten percent. Our Sales representatives and Warehouse employees are working hard to get products out in the field. We have received 21 vending machines in February and expect 80 new DreamTouch Forty machines this fall. This machine will have the ability to carry 40 tickets, however they are being adjusted to accommodate 30 for the state of Idaho, which is five more games than what the current DreamTouch machines carry. Deputy Director Polowski also informed the commission that one of our Sales Representatives was unfortunately inside the Blue Moon Bar and Grill in Lava Hot Springs when the roof collapsed due to the snow. Our Sales Rep was hit in the head but thankfully did not suffer major injuries, she has been fully cleared to return to work.

**7. Security Division Update**

Detective, Michelle Emmons, updated the Commission on our Check A Ticket mobile application that has the ability to track IP addresses and retrieve stolen ticket information. The Law Enforcement Division here at the Lottery has scheduled and conducted trainings with different law enforcement agencies and loss prevention to inform them what our agency does, the cases we deal with and why we might be calling other law enforcement agencies in case an arrest is needed. The training was very well received. The last update by Detective Emmons was regarding our shipping RFI that has received 6 responses. We will review the information received and then decide if we are switching carriers or continuing with UPS.

### **Set Future Meeting Date\***

The Commission agreed to a Special Virtual Commission Meeting on Thursday March 23, 2023, at 1:00 PM, with our regular scheduled meeting on Thursday, May 18, 2023, at 10:00 AM. Commissioner Smyser moved to approve both dates and Commissioner Stright seconded the motion. The vote was unanimous for approval for both meetings.

### **8. Adjournment**

Commissioner Kerrick moved to adjourn, seconded by Commissioner Stright 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