

NEW HAMPSHIRE LOTTERY® COMMISSION
14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301
MINUTES OF COMMISSION MEETING
THURSDAY, AUGUST 20, 2009 10:00 AM

PRESENT:

Richard J. Campbell, Jr., Chairperson
Paul J. Holloway, Commissioner
Debra M. Douglas, Commissioner
Rick Wisler, Executive Director
Maura McCann, Programs Information Officer
Kassie Strong, Chief Accountant
Barry Bodell, Business Supervisor
Irene Nadeau, On-Line Games Manager
Robert Preston, Games Manager
Rose Longo-White, Griffin, York & Krause, Inc. (GYK)
Patrick Griffin, GYK
Kevin Flynn, GYK
Travis York, GYK
 Liz Dimmick, SGI
Moe Pepin, SGI
Jim Bouley, Dennehy & Bouley
Tristin Craigue, The Dupont Group/SGI

Commissioner Campbell called the meeting to order at 10:06 a.m.

1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES:

Commissioner Holloway made a motion, seconded by Commissioner Douglas, to approve the July Commission meeting minutes, as amended to reflect a change on page two, paragraph two, from the word “son” to “nephew”. So voted, unanimous.

TRI-STATE REPORT:

Maura McCann, stated the Tri-State Megabucks Plus sales have been strong since its recent launch. In November, Pick 3 and Pick 4 changes will include a middle pair and single digit bet and the subscription program will be changing. The Product Development Committee will be holding a meeting in October to address a replacement game for the Weekly Grand and also upcoming promotions. Ms. McCann stated promotions include a Hot Lotto Sizzler clerk promotion. A lengthy discussion was held on sales projections for the new Tri-State Megabucks Plus game. Conservative sales estimates were agreed upon based on a number of factors including concerns by the Tri-State Lottery Commission of the price point increase to \$2.00; analysis of the long history of Megabucks game changes since its launch in 1985 and loyalty of these players; and no model for analyzing sales of an increased price point on such a mature game, considering these current economic conditions.

Commissioner Holloway stated that he felt the Megabucks Plus sales projections should have been more aggressive in relation to the advertising dollars allocated and expressed his concern. Director Wisler responded that a footnote will be added to the sales report to indicate a break in sales from the Megabucks game end to the new Megabucks Plus game beginning. Also the sales estimate for Megabucks will be revised based on trends.

3. ADVERTISING:

Maura McCann updated the Commission on advertising support of the recent near \$260 million Powerball jackpot including radio interviews, press release, announcements on Twitter, and lottery ticket messaging. Ms. McCann reported Powerball sales for Sunday through Wednesday last week were \$580,000 compared to sales for Sunday through Wednesday this week of \$1.3 million.

A discussion was held on the marketing plan for the next fiscal year. Plans are being finalized for the New Hampshire Millionaire's Club \$1 million drawing. The Commission requested that the lottery develop a spreadsheet to reflect costs and projected sales for lottery games; including licensing fees, marketing fees, media, merchandise prizes, and point of sale. Marketing opportunities associated with the Manchester Monarchs and Fisher Cats were reviewed. Ms. McCann announced that the layout has been approved for the Lottery's FY 2009 annual report and is pending duplication. A brief discussion was held on upcoming changes to the subscription program. Travis York provided updated statistical information for the Replay program, which continues to be an asset to the Lottery.

A retailer forum at the New Hampshire Lottery is expected to be scheduled for mid October.

4. NEXT MEETING:

Commissioner Holloway made a motion, seconded by Commissioner Douglas, to adjourn the commission meeting at 11:15 a.m. So voted, unanimous.

Richard J. Campbell, Jr., Chairperson

Paul J. Holloway, Commissioner

Debra Douglas, Commissioner