

TRI-STATE LOTTO COMMISSION  
New Hampshire Lottery Commission  
February 4, 2011

Present: New Hampshire: Charlie McIntyre, Executive Director; Maura McCann, Irene Nadeau, Kassie Strong  
Vermont: Thomas Scala, Vice Chair; Alan Yandow, Executive Director; Mary Cassani and Hadley Melendy via telephone, Carole Lacasse  
Maine: Orland McPherson, Commissioner; Dan Gwadosky, Executive Director; Tim Poulin, Lisa Rodrigue  
Guests: Heather Bowman, Chris Nichols, Jen Cartmell with NL Partners; Jenaleigh Landers, Rose Longo-White with Griffin, York, Krause; Liz Dimmick, Darrell Frecker with Scientific Games; Kristen Pare, Terry Patterson, John Papile, John Hadley with Intralot;

The meeting was called to order at 11:46 a.m.

**ACCEPTANCE OF THE JANUARY 7, 2011 MINUTES**

A motion was made to accept the January 7, 2011 minutes as distributed. Motion was seconded and voted in the affirmative.

**FINANCE COMMITTEE REPORT:** - Mary Cassani

Gross revenues through December 2010 have decreased \$3.7 million, or 9.64% compared to last December. Of this decrease, Megabucks sales are down \$2.8 million, or 13.42%; Daily Numbers sales are up \$149,000, or 1.38%; Weekly Grand sales are down \$570,000 or 11.99%; the Fast Play games are down \$406,000, or 30.61% from last year.

Expenses are down from last December \$2.9 million. This represents a decrease in cost of sales of \$2.6 million and a decrease in operating expenses of \$245,000. This was primarily a decrease in advertising, consulting and the Battelle contract line items.

Net Profit decreased \$768,000, or a 6% decline.

Compared to what we currently have budgeted, our sales are behind forecast a total of \$575,000. We are ahead of forecast for Megabucks Plus and Fast Play, but behind in all other games. The Operating expenses are under budget a total of \$828,288. To date, the total advertising budgets have been under spent a total of \$662,146.

All the contingency funds are in the positive. There is \$1.3 million in Expired, Unclaimed Prizes.

### **MARKETING & DEVELOPMENT COMMITTEE** – Maura McCann

Maura introduced the new guests to Tri-State: John Hadley with Vermont Intralot, Jenaleigh Landers with Griffin, York, and Krause, and Heather Bowman with NL Partners.

Maura played a “Welcome Back” music spot for Dan Gwadosky who has been away for several months. Welcome Back, Dan!

She shared some of New Hampshire Lottery’s latest television and radio spots.

A Double Draw Dollars promotion ran for two weeks in January in Maine and New Hampshire and both noted about a 20% increase in sales.

**Tri-State Weekly Grand:** The committee is seeking commission approval to end the Tri-State Weekly Grand game on Friday, April 22 and to begin sales of Tri-State Weekly Grand Extra on Sunday, April 24, 2011. The re-launch game will be called Tri-State Weekly Grand Extra. The Extra is the TGIF Raffle Drawing on Friday nights. To begin with, the raffle prize will be \$100 (120 prizes of \$100 each will be awarded in Maine, New Hampshire and Vermont, pro-rated by sales. Sales will be reassessed on a quarterly basis.) With every purchase of a Weekly Grand Extra ticket, a player will be getting something extra – a raffle ticket. The Tri-State Lotto Commission’s RNG will be used on Friday evenings to conduct the raffle drawings. Depending on how many sets of numbers per draw that a player buys, the player will be

getting a raffle number for that purchase on a separate ticket. The committee is asking that the game have a no cancellation policy. There is a new logo. The draw count down will begin on February 15, 2011.

The Weekly Grand Extra rules were distributed with commission action on accepting the rules scheduled for next month.

## MOTION

A motion was made by Commissioner McPherson to re-launch the Tri-State Weekly Grand game on Sunday, April 24, 2011, and the game will be called Tri-State Weekly Grand Extra. Motion was seconded and voted in the affirmative.

Maura expressed her thanks to the Maine and Vermont lotteries for working so diligently to meet a deadline coming up for the service mark for the wording of Tri-State Megabucks Plus. This is something that Rick Wisler, former Executive Director for the New Hampshire Lottery, was working on and Maura took over the duty. However, with new gaming system changes for Vermont and New Hampshire, Maura was granted a six-month extension. The time is coming up. Tim is getting the Maine State Lottery website updated, Vermont is all ready and New Hampshire's website will be updated shortly.

## **DRAW COMMITTEE** – Maura

Nothing to report at this time.

## **OPERATIONS COMMITTEE** – Irene Nadeau

All three lotteries have signed off on their specs for the Weekly Grand game. The next Fast Play Game will be Break the Bank. Vermont has signed off on the spec and New Hampshire is still waiting to receive the logo from the ad agency. New Hampshire is currently testing Mega Millions.

## **SCIENTIFIC GAMES** – Darrell Frecker

Maine has three promotions coming up. The first is a \$10 instant win on a Powerball ticket purchase with the Power Play option. Specs are all set for this promotion. Work on Weekly Grand Extra fell about a week behind due to the recent storm in Atlanta, Georgia. Extra staff was pulled in and they are on schedule again.

## **INTRALOT** –

John Hadley, Vermont

On track with Weekly Grand Extra for an April 24, 2011 launch and for a March launch of a new Fast Play game, Break the Bank.

John Papile, New Hampshire

The current Fast Play game is off to a very good start. He also noted the great launch produced the New Hampshire ad agency.

## **ACCEPTANCE OF COMMITTEE REPORTS**

A motion was made by Commissioner McPherson to accept the reports as presented. Motion was seconded and voted in the affirmative.

## **OTHER BUSINESS**

It was pointed out that the Maine State Lottery had a Weekly Grand winner; however, the winner has not come forward yet.

Lisa asked if other states had noted a decrease in sales due to the big snow storms. It has been noted that sales were off on Wednesday 10-12% due to the storm.

**OTHER BUSINESS**

The next commission meeting is scheduled for Friday, March 4, 2011, at 10:30 a.m. at the New Hampshire Lottery Commission.

A motion to adjourn was made at 11:12 a.m.

---

Thomas Scala, Vice Chair