



## **Idaho Lottery Commission Meeting Minutes**

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

The 253<sup>rd</sup> meeting of the Idaho Lottery Commission took place on Thursday, September 15, 2022, at Idaho Lottery Headquarters, Boise, Idaho and via Zoom.

### **Attendees:**

#### Commissioners Present:

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

#### Lottery Staff Present:

Director, Jeffrey Anderson - via Zoom  
Chief Operating Officer, Becky Schroeder  
Deputy Director of Marketing, Sherie Moody-St. Clair  
Deputy Director of Sales, Larry Polowski  
Director of Lottery Security, Tony Pittz  
Chief Financial Officer, Jay Prickett  
Management Assistant, Gaby Perez

#### Others Present:

Becki Woodbury, CLM  
Ryan Belveal, Diamond Game  
Steve Poole, Intralot  
Alex Williamson, Legislative Services - via Zoom

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

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

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

Commissioner Smyser moved to approve the minutes from the July 19, 2022, meeting, Commissioner Kerrick seconded the motion. The vote was unanimous for approval.

## **3. Director Update - by Chief Operating Officer, Becky Schroeder**

### **CLM Media Contract Extension\***

CLM is our Media placement agency, and they also handle our Strategy and Creative services, as well. The Media contract is up for renewal, and while we typically ask for a 1-year extension, at this time we are asking for a 6-month extension to be able to sync all three contracts, so they will all have a start date of July 1.

Commissioner Stright moved to approve the CLM Media contract extension, Commissioner Smith seconded the motion. The vote was unanimous for approval.

### **Intralot Contract Change-DT/DTS\***

The current Intralot contract allows for 529 DreamTouch vending machines. When we are down to five available machines, we are able to order more, however Intralot is experiencing supply chain issues and we are concerned about DreamTouch availability. We are currently awaiting a shipment that was due February of 2022 and has yet to be delivered. Intralot currently has a few DreamTouch Smart machines that were specifically designed to be used in Walmart locations, however they are not restricted to only Walmart. We are proposing that since we could soon be out of DreamTouch machines, that we offer the DreamTouch Smarts to certain retailers. This Fifth Amendment allows for the Dream Touch Smart machines to be available to the Lottery without a lease fee.

Commissioner Kerrick moved to approve the Intralot Fifth Amendment; Commissioner Stright seconded the motion. The vote was unanimous for approval.

### **Pollard Primary Scratch Ticket Printing Extension\***

Pollard Banknote is our Primary Scratch Ticket printer. They produce 71% of our scratch tickets. We would like to request the available contract extension for 2 years which extends the contract until March of 2025.

Commissioner Stright moved to approve Pollard Primary Scratch Ticket

Extension, Commissioner Smyser seconded the motion. The vote was unanimous for approval.

**Scientific Games Secondary Scratch Ticket Printing Extension\***

Scientific Games is our Secondary Scratch Ticket printer, who produces 29% of our scratch tickets. We are requesting a 2-year extension to this contract which will extend the contract to March of 2025.

Commissioner Kerrick moved to approve Scientific Games Secondary Scratch Ticket Printing Extension; Commissioner Smyser seconded the motion. The vote was unanimous for approval.

**Marketo Contract Extension\***

Marketo is our software package that allows emails, texts, and push notifications to our VIP Club members. This software syncs up many items such as coupons and analyzes market impact. This database has grown from 200,000 to 264,000 members. This contract was signed December 21, 2018, and the new, extended contract will start January 21, 2023 and will be effective for 1 year. We are also requesting an additional \$7,000 for a Software Development Kit, which will allow push notifications to our mobile app.

Commissioner Smith moved to approve the Marketo Contract Extension; Commissioner Kerrick seconded the motion. The vote was unanimous for approval.

**4. Current Sales Report - Chief Financial Officer, Jay Prickett**

Jay Prickett, Chief Financial Officer, reviewed the current sales report, and that sales report is entered into the minutes as an attachment.

**5. Marketing Division Update - Deputy Director, Sherie Moody St. Clair**

Deputy Director of Marketing, Sherie Moody-St. Clair, discussed the success of the Big Spin scratch game. We anticipate selling out of the game very soon, which means we went through 960,000 tickets in 2 months. We have reordered a new set of tickets set to be delivered on October 11<sup>th</sup> to start the next version of the game.

Moody-St. Clair also spoke about our participation in the Western and Eastern Idaho Fairs. Both fairs were hugely successful. Western Idaho Fair sales were up 14 percent from last year and Eastern Idaho Fair sales were up 6 percent.

We have also hired two full-time Community Ambassadors who will be delivering Classroom Wishlist products and focusing on community events.

**6. Sales Division Update - Deputy Director, Larry Polowski**

Deputy Director of Sales, Larry Polowski, announced two new hires in the Sales Division. This year we were approved to create a mid-management position in the Sales Department which we have called the Sales Development Specialist. This position will be out in the field to support our Lottery Sales Representatives (LSRs) and focus on their training. Kevin Cope has been promoted to this position; he has 13 years of experience as an LSR, and we are very lucky to have him in this new position. We have also replaced Kevin's previous route in the Magic Valley with Holly Aamodt who comes to us with great customer service experience with a very positive attitude. She is already doing a great job in her new position. The last personnel update is that we have also been allotted another LSR for the Treasure Valley which we hope to hire within the next few weeks.

**7. Security Division Update - Director of Lottery Security, Tony Pittz**

Director of Lottery Security, Tony Pittz, announced that he has hired a full time sworn detective, Carie Peterson, who comes to us with 19 years of experience from Albuquerque Police Department. She is currently working on her POST certification and is learning about the lottery very quickly; we are very happy to have her.

Pittz also announced that he will be traveling to Moscow in October to conduct a combined Law Enforcement and Loss Prevention training to educate law enforcement of Lottery crimes.

**Set Future Meeting Date\***

The Commission agreed that the next meeting will be on Thursday, November 17, 2022, at 10:00 AM. Commissioner Smyser moved to approve the date and Commissioner Stright seconded the motion. The vote was unanimous for approval.

**8. Adjournment**

Commissioner Smyser 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