



Idaho Lottery Commission Meeting Minutes

Date, Time and Place

The 245th meeting of the Idaho Lottery Commission took place on Thursday, September 23, 2021, at Idaho Lottery Headquarters, Boise, Idaho and via Zoom.

Attendees:

Commissioners Present:

Chairman, Craig Corbett
Commissioner, Peter J. Smith
Commissioner, Skip Smyser

Lottery Staff Present:

Director, Jeff Anderson
Chief Operating Officer, Becky Schroeder
Deputy Director of Sales, Larry Polowski
Deputy Director of Marketing, Sherie Moody-St. Clair
Director of Lottery Security, Tony Pittz
Human Resources & Admin. Officer, Jennifer Quinno-Miller
Chief Financial Officer, Jay Prickett

Others Present:

Ryan Belveal, Diamond Game
Becki Woodbury, CLM
Krista Stepa-Ammeter, Pollard Banknote
Jeremy Pisca, Risch Pisca
Robert Anderst, Risch Pisca
Steve Poole, Intralot
Jennifer Westbury, Pollard Banknote
Byron Peterson, Pollard Banknote

1. Meeting Called to Order

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

2. Approval of the Minutes

Commissioner Smyser moved to approve the minutes from the July 14, 2021, meeting. Commissioner Smith seconded the motion. The vote was unanimous for approval.

3. Director Update

Scientific Games Contract Amendment

Director Anderson reported that Scientific Games, our secondary Scratch Ticket Printing vendor, has corporate structure changes which requires a contract amendment. We are requesting approval for this change since they are becoming more of a pure-play lottery company.

Commissioner Smith moved to approve the contract amendment. Commissioner Smyser seconded the motion. The vote was unanimous for approval.

Proposed Omnibus Fee/Non-Fee Rulemaking

During the 2021 legislative session, the House State Affairs Committee did not approve Lottery Administrative Rules. We now must promulgate the rules again. There are no changes to the Rules since the last time they were approved. We are seeking approval to move these rules forward as needed throughout the fiscal year, with the assurance to the Commission that nothing has changed within the Rules, and if something does require a change, that these would come back to the Commission for approval.

Commissioner Smyser moved to approve the proposed rules and requested that permission be granted to move the Rules forward as required throughout the year as needed. Commissioner Smith seconded the motion. The vote was unanimous for approval.

Intralot Corporate Restructure

Intralot USA has always been a division of Intralot, SA in Athens, Greece. They are now spinning off the North American division and making it its own entity with new investors. This is expected to provide an improvement in customer service as well as provide more fiscal autonomy from the Greek entity. We will keep the Commission apprised as things change and ask for approvals as needed for our contract.

4. Current Sales Report

The current 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 the launch of the new VIP Club, which was quite the undertaking. We have had the old club since 2007 and it was really outdated. Since launching the new VIP Club we

have seen 9000 new VIP members. The new company is Brandmovers and we are excited about the new club.

We have been strategizing on the Marketing side about getting the word out about the Powerball changes, which includes two new tv spots. We are bringing new awareness to the game and making sure players know it is still available. We have also launched a new Facebook and Instagram filter where players can put themselves in the lobby with a million dollar Powerball check. Players love to imagine themselves winning. We are in the middle of the Powerball Rockin' Eve promotion as well which is bringing lots of attention to Powerball.

We continue to promote our Do Good programs and are in the middle of Bucks for Books and Scratch for Schools. Classroom Wishlist continues to be popular and we increased our monthly budget for the program. We recently concluded the Fair Season where we had record sales at each of the four fairs where we participated.

6. Sales Division Update

Deputy Director of Sales, Larry Polowski, reported that sales have been great, and the Scratch portion of our business is especially strong and is keeping our Sales team busy. We have a new Sales and Key Accounts Manager, Belinda Unger. She comes to us with lots of corporate sales and project management experience. Coming soon to the retailers you will see Holiday and Raffle point-of-sale as we head into our busy season.

7. Security Division Update

Director of Lottery Security, Tony Pittz, provided a Security Division update, reporting we are currently in the process of hiring a part time employee to work at our Warehouse to help in processing the huge number of ticket orders we have been experiencing. We are also getting ready to begin our MUSL review who comes in to make sure we have everything running properly.

Because the law enforcement portion of our agency is so small, we can only do so much with all our retailers' cases. We also rely on local law enforcement to keep an eye out and bring cases to us that we can help with. We have launched a training program where we will go to any agency who requests this training to bring education and awareness to Lottery crimes.

8. Set Future Commission Meeting Date

Commissioner Smith moved to set the next meeting for November 17, 2021, at 10:00 AM in Boise, Idaho. Commissioner Smyser seconded the motion. The vote was unanimous for approval.

9. Adjournment

Commissioner Smith moved to adjourn, seconded by Commissioner Smyser 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