

New Hampshire Lottery Commission

14 Integra Drive, Concord NH

Minutes of Commission Meeting

August 21, 2025 - 10:00 a.m.

Commissioners:

Erle Pierce, Chairman

Andy Crews, Commissioner

Stuart Trachy, Commissioner

Lottery Staff in Attendance:

Charles McIntyre

James Duris

Danny Maloney

Lynda Plante

Maura McCann

Kelly Crockett

Valerie King

KJ Cleland

Cooley Arroyo

Others in Attendance:

Jodi Grimbilas, Sci Games

Ryan Sahr, Intralot

Shane Taylor, Aristocrat

Ava Dodge, GYK

Reilly Woodbury, Intralot

Erika Gammon, GYK

Seth LaPointe, Sci Games

Alicia Preston, NHC GOA

Kirsten Koch, GYK

Jamie Hartman, Revo Casino

Peter Bragdon, Preti

Gina Powers, RYP Granite

Chairman Pierce called the meeting to order at 10:02 a.m.

1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES

- Chairman Pierce Accepted the Minutes of the June 24, 2025, meeting. Commissioner Crews moved to accept the minutes, seconded by Commissioner Pierce. All are in favor, motion passed 3-0.

2. FINANCIAL REPORTS

- **Chief Financial Officer, James Duris**, presented a June financial summary.
 - Lottery sales for the month of June increased slightly compared to the same period of the prior year. Instant tickets decreased by \$0.4M compared to the prior year. iLottery decreased \$0.5M. Fast Play increased \$0.4M and Keno increased \$0.9M. All other platforms remained relatively flat. YTD Instant tickets revenues are below the prior year by \$17.9M. Powerball and Mega Millions are behind last year by \$30.3M and \$9.0M, respectively. Fast Play revenue has increased \$5.5M for the year. For the year, iLottery did experience a very small decrease. Overall lottery sales have decreased by \$54.0M for the year.
 - Mobile sports' betting revenues of \$2.8M is an increase of \$0.7M compared to the prior year. The handle was \$47.2M for the month, an increase of \$2.6M compared to the prior year. Retail sports betting revenue of \$187K increased slightly compared to the prior year. The retail sports betting handle was \$3.4M for the month, a decrease compared to the prior year of \$1.4M.

- Mobile revenues came in at \$8.5M over the prior year's revenues and retail revenues decreased by \$0.4M.
- Racing and gaming revenues came in at \$3.2M, an increase of \$1.6M compared to the prior year. YTD revenues have increased by \$2.8M. Historic horse racing revenues came in at \$8.1M. HHR YTD revenues are \$40.0M, an increase of \$13.7M over the prior year. Please note that the final month of the year is on an accrual basis.
- Operating transfers for May and June were \$38.0M. This is above projections by \$8.0M. YTD transfers are \$203.3M. We made an estimated June transfer at the end of the month. The estimated additional transfer is \$5.5M, due to HHR revenue increases.
- Equipment and Building Improvements expenses were capitalized resulting in a large decrease of
- current expense. This also explains the large increase in depreciation expense. Information Technology expenses were high due to consultant billing for the Sales Force project. All other expenses were in line with expectations.
- Interest from Treasury is \$632K and Tri-State interest is \$530K due to increased interest rates.

Chairman Pierce entertained a motion to approve the unaudited June Financials as presented. Commissioner Crews moved to accept June's unaudited financials as presented, seconded by Commissioner Trachy. All are in favor, motion passed 3-0.

3. SPORTS BETTING

- **Director of Sports Betting, Danny Maloney**, presented the June 2025, sports betting summary.
 - June '25 Mobile and Retail Results
 - \$50,555,000 in Handle
 - \$6,890,533 in GGR
 - Hold of 13.63%
 - \$2,929,436 in revenue to the State
 - YoY and Active users (June '24 to '25)
 - Decrease in mobile bets of 2.9%
 - Decrease in retail bets of 1.5%
 - Decrease in active users of 11.1%
 - NOTE: Decreases expected due to Celtics appearing in NBA Finals in prior year.
 - Fiscal '25
 - \$38,918,413 in revenue to the State
 - NH is 3rd in per capita revenue to the State from Sports Betting in FY25
 - Since Inception
 - \$153,673,560 in revenue to the State

4. SALES PRODUCT AND PROGRAM UPDATE

- **Chief Product and Program Officer, KJ Cleland**, presented a performance report for the August commission meeting. Ms. Cleland reports that since the conversion from NPI to Aristocrat and Gambt, and the iLottery in-app launch, there was an increase in registration and FTDs (First Time Depositors). In the month-to-month comparison July illustrated the increase and August's showed through 8/17 at \$2.6M already. We entered the new fiscal year by hitting all our KPI targets. iLottery actuals vs targets illustration fostered the strong transition from the NPI and Marcus Thomas app to Aristocrat and Gambt contract. Ms. Cleland reported that the iLottery platform review for July illustrated not only a strong FTD via the app, but also that 42% of the app's players are of the 18- to 30-year-olds utilizing the app vs. the older age groups. Scratch ticket sales starting FY26 slightly lower than the previous FY by (-2.61), but the most recently circulated sales reports show the \$3, \$20, and \$25 sales were up YoY. The lift from the \$3 is due to the new recent Skee-ball launch ticket which empowered 33% of the \$3 sales. Fast Play illustrates that it's currently down YoY due to the Jackpot run last year in July. This year there is an increase in the \$5 price point from FY25, and this was driven by the past two-weeks' sales of Skee-ball. This accounted for 25-36% of the total \$5 sales. In addition, there is an increase in the \$10 price point sales due to a couple of high performing \$10 games launched over the past year.

5. MARKETING REPORT

- **Director of Marketing, Maura McCann**, presented a performance report for August's commission meeting. To build upon Ms. Cleland's report, Ms. McCann reports that the Skee-ball, Double Your Million, and Jurassic Park second chance drawings are all ongoing and doing well. Skee-ball's grand prize drawing remains for the chance to be a finalist at Tri-State's Hampton Beach Skee-ball event where you could win \$25K. Jurassic Parks second chance drawing winners will receive a grand prize trip to Hawaii and up to \$1M in the \$1M Jackpot Challenge. Ms. McCann reports that overall, July social media performance recorded as a success, kicking off FY26.

6. OPERATIONS UPDATE

- **Chief Operating Officer, Lynda Plante**, presented an update on operations. Employee Jessica Williams was introduced to the Commissioners, and all in attendance. Two positions were filed, Keegan Butt (Games Coordinator), and Jessica Williams (Human Resource Tech). One position is currently available and is posted (Product and Development Director). Ms. Plante announced the new phone system (Webex) is working well and has been rolled out as of June 25, 2025. Twenty-six employees are signed up to attend the CPR/First-Aid training on either 8/22 or 9/11. The annual Flu Clinic is scheduled 9/25/2025 as well. The Biennial ADA for retailers is currently wrapping up. A network upgrade for Lottery Headquarters will take place 9/11/2025, with an update to the Wi-Fi in process. Lottery transitioned to the new iLottery vendor Aristocrat on 7/1/2025, while assisting hundreds of players on the app change and installation of the app.

7. COMPLIANCE

- **Compliance Division Director, Valerie King** presented the commission with the following rules to enter into the rulemaking process:
 - Lot 300 – Rules for Lottery Retailers – Chairman Pierce asked to entertain a motion to enter Lot 300 into the rulemaking process. Commissioner Crews moved, Commissioner Trachy seconded. All are in favor. 3-0.
 - Lot 8100 – Advanced Deposit Wagering (ADW) – Chairman Pierce asked to entertain a motion to enter Lot 8100 into the rulemaking process. Commissioner Crews moved and seconded by Commissioner Trachy. All are in favor. 3-0.
 - Lot 7200 – Games of Chance and Video Lottery Terminals – Chairman Pierce asked to entertain a motion to adopt emergency rule Lot 7200 and that this is being motioned on an emergency basis. Commissioner Crews moved and seconded by Commissioner Trachy. 3-0.
- **Chief Compliance Officer, Cooley Arroyo** gave a brief overview of the proposed emergency, GOC/VLT Rules, explaining the updates, the transition, and what the rules will accommodate. These rules will alter the 70/30 ratio to 80/20, requiring 20% of the game floor to be utilized for GOC. It is worth mentioning that this motion was carried out on an emergency basis.

8. OTHER BUSINESS

9. NEXT MEETING

- Tuesday, October 21, 2025, at 10 a.m., here at NH Lottery Commission Headquarters.

Chairman Pierce asked to entertain a motion to adjourn. Commissioner Trachy made a motion to adjourn, seconded by Commissioner Crews. All are in favor, motion passed 3-0.

The meeting adjourned at 11:41 a.m.

Erle Pierce 10/21/2025
Erle Pierce, Chairman Date

Andy Crews 10/21/2025
Andy Crews, Commissioner Date

Stuart Trachy 10/21/25
Stuart Trachy, Commissioner Date