

New Hampshire Lottery Commission
14 Integra Drive, Concord NH
Minutes of Commission Meeting
January 23, 2025 - 10:00 a.m.

Commissioners:

Debra Douglas, Chairman
Andy Crews, Commissioner
Erle Pierce, Commissioner

Lottery Staff in Attendance:

Charles McIntyre	Lynda Plante	Valerie King
James Duris	Maura McCann	Kelly Crockett
KJ Cleland	Danny Maloney	Len Mannino
Cooley Arroyo	Skyler Boutin	

Others in Attendance:

Seth LaPointe, SGI	Jeff Newman, GYK Antler
Peter Bragdon, Preti Flaherty	Travis York, GYK
Jodi Grimbilas, SGI	Rich Parsons, RYP Granite
Ryan Sahr, Intralot	

Chairman Douglas called the meeting to order at 10:04 a.m.

1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES

- Chairman Douglas Accepted the Minutes of the November 26, 2024, meeting. Commissioner Crews moved to accept the minutes, seconded by Commissioner Pierce. All are in favor, motion passed 3-0.
- Chairman Douglas Accepted the Minutes of the December 16, 2024, 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 November and December's financial summary.
 - Lottery sales for the month of December increased slightly compared to the same period of the prior year. Instant tickets decreased by \$1.0M compared to the prior year. Powerball decreased by \$3.0M. Mega Millions increased \$5.2M. All other platforms remained relatively flat. YTD Instant tickets revenues are below the prior year by \$12.4M. Powerball and Mega Millions are behind last year by \$22.0M and \$3.4M, respectively. Fast Play revenue has increased \$1.1M for the year. Overall lottery sales have decreased by \$37.7M for the year.
 - Mobile sports betting revenues of \$2.5M was a decrease of \$0.7M compared to the prior year. The handle was \$71.6M for the month, an increase of \$4.6M compared to the prior year. Retail sports betting revenue of \$734K increased by \$297K compared to the prior year. Retail sports betting handle was \$9.2M for the month, a decrease compared to the prior year of \$2.5M. Mobile results are currently \$2.4M over prior year revenues.

- Racing and gaming revenues came in at \$809K, an increase of \$95K compared to the prior year. YTD revenues have increased by \$64K. Historic horse racing revenues came in at \$2.4M. HHR YTD revenues are \$13.5M, an increase of \$5.0M over the prior year.
 - Operating transfers were \$15.7 and 21.5M for November and December. This is above projections by \$6.4M, combined. YTD transfers are \$96.3M compared to \$101.4M in the prior year.
 - Printing expenses were \$23K for the month due to holiday displays for retailers and the annual calendar. All other operating expenses came in as expected.
- Commissioner Crews moved to approve November's financials as presented, seconded by Commissioner Pierce. All are in favor, motion passed 3-0.
 - Commissioner Crews moved to approve December's financials as presented, seconded by Commissioner Pierce. All are in favor, motion passed 3-0.

3. SPORTS BETTING

- **Director of Sports Betting, Danny Maloney**, presented the November and December 2024, sports betting summary.
 - November Mobile and Retail Results
 - \$87,260,891 in Handle
 - \$10,477,104 in GGR
 - Hold of 12.01%
 - \$4,633,499 in revenue to the State
 - YoY Bets and Active users (Nov '23 to '24)
 - Increase in mobile bets of 11.91%
 - Decrease in retail bets of 3.68%
 - Increase in active users of 21.38%
 - December Mobile and Retail Results
 - \$80,860,363 in Handle
 - \$7,435,524 in GGR
 - Hold of 9.20%
 - \$3,250,223 in revenue to the State
 - YoY Bets and Active users (Dec '23 to '24)
 - Increase in mobile bets of 5.98%
 - Decrease in retail bets of -10.32%
 - Increase in active users of 7.09%
 - Fiscal '25
 - \$17,671,209 in revenue to the State
 - NH is 3rd in per capita revenue to the State from Sports Betting in FY25
 - Since Inception
 - \$132,426,356 in revenue to the State

4. SALES PRODUCT AND PROGRAM UPDATE

- **Chief Product and Program Officer, KJ Cleland**, presented a report through December. Ms. Cleland reported that iLottery FTDs were helped by the Mega Millions jackpot run which reduced the gap in FTDs. First-time depositor's numbers exceeded the goal for the month, and all other KPIs didn't quite meet their goal. e-Instant players showed a \$9K increase of registrations and FTDs, and the jackpot run triggered dormant players as well. Bettors for Merry Mania increased due to Omni Chanel and the holiday. The mobile app and the play convenience factor are a clear favorite for purchase. iLottery DBGs for November and December are a clear demonstration of the importance a jackpot run has on sale lifts. e-Instants showed this increase and all other DBGs in purchases and bettors. Ms. Cleland was happy to report we had record scratch ticket sales of \$8.4

million, 12.15% higher than FY 2020. Fast Play sales are not as high as FYTD as previous FYs. The chart Ms. Cleland presented to the commissioners showed there's less reliance on one progressive game and illustrates the increased purchases of non-progressive games. For retail systems, we got the extension for seven years and were approved by G&C for the new end date. iLottery continues its efforts for new contracts, Salesforce demos and testing are ongoing for different sprints, and the payment options are still being determined with DoIT. We are closing out the current app and rewards, and currently, we're working on the next app and rewards that will go live on July 1, 2025. The roadmap sessions for IWG have concluded, and Keno is on warrant for Hampstead.

5. MARKETING REPORT

- **Director of Marketing, Maura McCann**, presented a performance report for November and December performances. Ms. McCann reports that the "Double Your Million" second chance drawing is still ongoing, and the second will be held on February 19, 2025. The "Tri-States Golden Spin" second chance drawing will have its final drawing on April 2, 2025. The \$5 Patriot second chance drawing will have the second of three drawings on January 15, 2025, for a chance to win 2025 season tickets, and lower Bowl ticket packages. The Public Relations value from November 2024 to January 2025 was almost \$15 million. There were some big "Powerball" winners, winning \$50K, "Megabucks" had a \$30K winner, and "Lucky for Life" had a \$25K for life winner. E-Instantants had a big winner winning \$104K, and a \$50K winner. We had a 1 million dollar Mega Million winner ticket claim, and this ticket was sold back in September 2024. There will be new Jackpot alert advertising, and we'll retire the That's Wild campaign. We're advertising the Pick 3 and Pick 4 being added to the iLottery platform.

6. OPERATIONS UPDATE

- **Chief Operating Officer, Lynda Plante**, presented updates for December. Ms. Plante was excited to introduce Skylar Boutin the new Retail Program Coordinator. Employee promotions went out to Ms. Sarah Ouelette as the new Lottery Sales Assistant II, and our new Gaming Enforcement Agent, Gordan Graeber. There are presently three posted positions for which we're recruiting. There will be a CRASE training in January three employees will attend. This week, we rolled out a Cyber Security Education Campaign to encourage all our employee's participation in the monthly trainings. December showed an 85% on-time participation rate. The expanded leased space at 53 Regional Drive that supports our Compliance Division has been completely occupied since December 6, 2024. The planned network and sales office shutdown went smoothly for the needed new cabling in the new space at headquarters. The roof and HVAC are 99% complete, the copy and server room are 80% complete, and the furnishings are still being determined. The generator is expected to arrive in the spring of 2025.

7. COMPLIANCE

- **Chief Compliance Officer, Cooley Arroyo**, gave a brief report. Ms. Arroyo presented a short overview of the meetings she and Charlie have had with gaming operators and licensees over the past month. They've had face-to-face conversations, to promote that we're here to assist them with anything they may need help with. The compliance division has been busy with the new Revo room in Lebanon opening, and it has been very successful. The new Conway room has benefited from working with the compliance division as well to prepare for their opening. We are working on the terminal machine list making sure those are compliant and reflect the rules. This is also the same for the opening of the Nash. Ms. Arroyo also updated the progress on the Win Win Win situation and will continue to update the Commissioner's on any further progress with that.

Commissioner Crews made a motion for the acknowledgement that Grover is meeting the current requirements, seconded by Commissioner Pierce. All are in favor, motion passed 3-0.

Commissioner Crews made a motion to approve the sealing of the non-public session meeting minutes, seconded by Commissioner Pierce. All are in favor, motion passed 3-0.

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

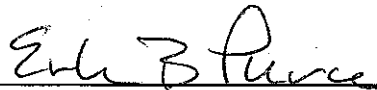
8. NEXT MEETING

- Tuesday, March 4, 2025, at 2 p.m. Located at New Hampshire Lottery Headquarters, 14 Integra Drive, Concord, NH, 03301.

The meeting adjourned at 11:13 a.m.

 3/4/25
Debra Douglas, Chairman Date

 3/4/25
Andy Crews, Commissioner Date

 3/4/25
Erle Pierce, Commissioner Date