

**Massachusetts State Lottery Commission  
Official Minutes of 02/17/2026 Meeting**

*Massachusetts State Lottery Commission*

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**Official Meeting Minutes**

DATE: Tuesday, February 17, 2026

TIME: 10:30 a.m.

**All Attendees Participated Remotely through Zoom Conferencing System**

MEMBERS PRESENT: Deborah B. Goldberg, Treasurer and Receiver General  
William J. McNamara, Comptroller  
Alicia Rebello-Pradas, Senior Advisor, Executive Office of Public Safety  
and designee of Secretary Gina K. Kwon

MEMBERS ABSENT: Meghan S. Liddy, Commissioner  
Nina X Liang, Commissioner

ALSO PRESENT: Mark William Bracken, Executive Director, Lottery  
Sheila Capone-Wulsin, Chief Marketing Officer, Lottery  
Gregory Polin, General Counsel, Lottery  
Steven Martins, Chief Revenue Officer, Lottery  
Didier Bertola, Chief Financial Officer, Lottery  
Christian Teja, Chief iLottery Officer, Lottery  
Christine Mountain, Chief Human Resources Officer, Lottery  
Michael Lorden, Director of Sales and Regional Operations, Lottery  
Matthew DiFrancesco, Director of Operations, Lottery  
Delwin Dickinson, Director of Modernization, Innovation and Performance,  
Lottery  
Liz Giffen, Director, Digital Operations, Lottery  
Subrata Baguli, Director, Cyber Security, Lottery  
Geoffrey Filleti, Creative Director, Lottery  
Maryanne Hutchinson, Deputy Director, Deputy General Counsel, Lottery  
Rachel Guerra, Deputy Director, Communications, Lottery  
Sandra Lemanski, Assistant Director, Security & Compliance, Lottery  
Christopher Taffe, Assistant Director, Associate General Counsel, Lottery  
Lisa Vallier, Assistant Director of IT, Lottery  
Benjamin Wood, Assistant Director, Stakeholder Engagement, Lottery  
Franklin Carreiro, Assistant Director, IT, Lottery  
Gregory Gallagher, Assistant Director, Digital Operations, Lottery  
Michael Lanava, Regional Manager, Worcester/Springfield, Lottery  
Steve Moore, Regional Manager, New Bedford, Lottery  
Tom Doughety, Regional Manager, Lawrence, Lottery

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Thomas Aiello, Senior Manager, Product & Promotional Development, Lottery  
Judy Moore, Executive Assistant, Lottery  
Julie Goggin, Human Resources Business Partner, Lottery  
Kate Sutton, Manager, Product and Promotional Development, Instant Tickets, Lottery  
Kristen Chaput, Manager, Product and Promotional Development, Monitor Games, Lottery  
Tim Karalexis, Manager, Product and Promotional Development, Draw Games, Lottery  
Justin Donnini, Manager, Product and Promotional Development, iLottery Games, Lottery  
Tristyn Sackmary, Drawing Studio and Production Manager, Lottery  
Julia Lehmann, Marketing Specialist, Monitor Games, Lottery  
Max O'Day, Communications Specialist, Lottery  
Michelle Yitts, Marketing, Visual Media Specialist, Lottery

James MacDonald, First Deputy Treasurer, Treasury  
Sandra DeSantis Lynch, General Counsel, Treasury  
Andrew Napolitano, Communications Director, Treasury  
Alexa Michon, Policy Associate, Treasury  
Makayla Fucile, Special Assistant, Treasury

Victor Ortiz, Director, Mass DPH Office of Problem Gambling Services  
Lorena Lama, Deputy Director, Mass DPH Office of Problem Gambling Services  
Fifi Hafsatou Diop, Assistant Commissioner of Health Equity, Mass DPH Office of Problem Gambling Services

Mark Basedow, Operations Specialist, Lotto.com Inc.  
Amy Gabrila, Senior GameSense Advisor, The Massachusetts Council on Gaming and Health

Colin Young, State House News Service

Hope, Interested Member of the Public

**I. Opening of Meeting**

**a. Notice regarding recordings**

Treasurer Deborah Goldberg called the meeting to order at 10:32 a.m. and welcomed attendees to the February 17, 2026 meeting of the Massachusetts State Lottery.

Treasurer Goldberg referenced Massachusetts General Laws Chapter 30A, section 20, as amended by Chapter 2 of the Acts of 2025, which permits remote participation by all Commissioners via the use of adequate alternative means, such as audio or video conferencing, to ensure public

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access to the deliberations of the Commission. She stated that all Commissioners will participate remotely via Zoom Webinar, and public access will likewise be provided via electronic means.

Treasurer Goldberg referenced the Massachusetts Open Meeting Law, Massachusetts General Laws, Chapter 30A, section 20, and stated “as Chair of the Commission, I would like to advise that any person may make a video or audio recording of this open meeting. However, I am obligated to inform attendees of any recording at the beginning of the meeting.”

General Counsel Polin identified Judy Moore, Lottery and Colin Young, State House News Service, as making a recording.

Treasurer Goldberg then asked whether anyone else intended to record the meeting and requested that they identify themselves by clicking on the “Raise Hand” feature at the bottom of the Zoom Webinar screen. No responses were received.

**b. Notice regarding remote participation**

Treasurer Goldberg stated that, in accordance with the Massachusetts Open Meeting Law, she would identify the names of the Commissioners who would be participating remotely in all or a portion of today’s meeting. This information will be recorded in the meeting minutes. Comptroller William McNamara, Senior Policy Advisor Alicia Rebello-Pradas, and herself, Treasurer Deborah Goldberg.

Treasurer Goldberg noted that all Commissioners were participating via Zoom Webinar and asked that any technical difficulties be reported using the “Raise Hand” function. She confirmed that all Commissioners could participate in any votes scheduled for today’s meeting, and that all votes would be taken by roll call. Unless extenuating circumstances apply, everyone participating in roll call votes were asked to activate their video cameras before voting.

Treasurer Goldberg then stated that the Commission would proceed to the first item on the agenda.

**II. Approval of the Minutes from January 27, 2026**

Treasurer Goldberg asked the Commission to accept the minutes from the meeting held on January 27, 2026.

Comptroller William McNamara made a motion to accept the minutes of the meeting and Sr. Advisor Alicia Rebello-Pradas seconded the motion.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll call vote. Commissioner William McNamara: yes; Sr. Advisor Alicia Rebello-Pradas: yes; and Treasurer Goldberg: yes. The Motion carried.

The minutes were approved at 10:35 a.m.

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**III. Executive Director's Report**

**Lottery Sales Update – January**

Executive Director Mark William Bracken provided the Commission with an update on Lottery figures for January 2026, reporting that overall unadjusted sales for January of 2026 were down \$23.4 million from January 2025.

He noted that the estimated January 2026 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid. Due in part to a \$22.6 million decrease in Instant Ticket grand prizes claimed in January 2026 as compared to January 2025 (\$18.4 million as compared to \$41.0 million), the estimated net profit for January 2026 was \$98.7 million as compared to \$95.4 million in January 2025, resulting in an estimated \$3.3 million increase in net profit. The estimated prize payout for January 2026 was 73.98 percent, as compared to 76.02 percent in January 2025.

Executive Director Bracken provided the figures for fiscal year 2026. He reported that the overall unadjusted sales for the first seven months of FY26 were down \$14.9 million from the first seven months of FY25. The estimated FY26 year-to-date net profit and prize payout figures both include accruals for prizes won that have not yet been paid. Due in part to a \$99.8 million increase in Powerball sales and a \$36.6 million decrease in prize payouts, the estimated year-to-date net profit for the first seven months of FY26 is \$652.2 million as compared to \$637.0 million for the first seven months of FY25. After adding a 1-day average net profit figure of \$3.0 million due to a shift in the calendar, the adjusted year-over-year change for the first seven months of FY26 versus the first seven months of FY25 is an estimated \$18.2 million increase in net profit. The estimated year-to-date prize payout for the first seven months of FY26 is 73.74 percent, as compared to 74.42 percent for the first seven months of FY25.

Executive Director Bracken also delivered a detailed breakdown of January 2026 sales as compared to January 2025: Mega Millions sales were up \$1.1 million, Megabucks sales were up \$1.0 million, and Mass Cash sales were up \$786,205.

As compared to January 2025, Instant Ticket sales were down \$18.9 million, Keno sales were down \$3.6 million, The Numbers Game sales were down \$2.0 million, The Wheel of Luck sales were down \$752,356, Powerball sales were down \$625,925, and Lucky for Life sales were down \$356,106.

**Prize Payout Percentage, Fiscal Year-to-Date by Month**

Executive Director Bracken presented a five-year prize payout comparison chart and reported on prize payout as a percentage of Lottery sales relative to the prior five fiscal years. Referring to the chart included in the meeting materials, he noted the current fiscal year is represented by the red line and the Lottery's prize payout is tracking in the middle range of the previous four fiscal years. He added that the trend is beginning to even out, as is typical over the course of the fiscal year.

**Gross Sales Results – January Sales**

Executive Director Bracken reported on January FY26 versus FY25 sales, as well as the fiscal year-to-date FY26 versus FY25 results.

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Reviewing the January sales figures, Executive Director Bracken stated that Instant Ticket sales were down 5 percent for the month, The Numbers Game was down 6.5 percent, and overall sales were down 4.1 percent, representing a decrease of approximately \$23.4 million.

Turning to the fiscal year-to-date results, Executive Director Bracken noted that the strongest performance was in Powerball sales, which were up 183 percent due to the billion-dollar jackpot. He reported that Mega Millions sales were down 28.9 percent, and Instant Ticket sales were down \$86.4 million.

Executive Director Bracken further noted that the only category currently showing growth is the Draw Game category, which is up 18.5 percent, or approximately \$77.6 million. Overall, sales are down approximately four-tenths of a percent, or \$14.9 million, through the first seven months of the fiscal year.

### **Millionaire for Life**

Executive Director Bracken turned the presentation over to Draw Games Product Manager Tim Karalexis to discuss the upcoming launch of Millionaire for Life, which is scheduled to occur in less than a week.

Manager Karalexis greeted the Commission and explained that Millionaire for Life is a new national draw game that the Massachusetts State Lottery will be offering. He stated that the game will debut on Sunday, February 22<sup>nd</sup>, and will replace the Lucky for Life game, which will hold its final drawing on Saturday, February 21<sup>st</sup>. He noted that prizes for Lucky for Life tickets sold in Massachusetts must be claimed within one year following the date of the drawing.

Manager Karalexis explained that Millionaire for Life features a similar gameplay, with players selecting five numbers from 58, plus one of five Millionaire Balls. He stated that the most notable feature of the game is its top two grand prizes, \$1,000,000 a year for life for the top prize and \$100,000 a year for life for the second-tier prize. He pointed to the prize table included in the meeting materials, noting that the odds of winning the grand prize are just under 1 in 23 million, which is slightly better than the odds for the top prize in Lucky for Life.

Manager Karalexis also referenced the overall odds of winning, which are approximately 1 in 8.47. He noted that the lowest prize is \$8.00, meaning there are no break-even prizes and that any winning ticket pays more than the cost of the ticket. He further explained that drawings will be held daily at 11:15 p.m., with tickets priced at \$5.00 per play. He concluded that significant effort went into preparing for the launch and stated that the Lottery is looking forward to adding the game to its draw lineup.

Executive Director Bracken thanked Manager Karalexis and reiterated comments he previously made when the Commission approved the regulations for the game. He stated that Massachusetts had not supported the change, but has since embraced Millionaire for Life. He explained that the gameplay structure remains largely the same, with the primary difference being the increased \$5.00 price point accompanied by higher prize values.

Executive Director Bracken noted that under Lucky for Life, the top prize was \$365,000 a year for life, while Millionaire for Life increases that amount to \$1,000,000 a year for life. He also explained that the second-tier prize increases from \$25,000 a year for life to \$100,000 a year for life.

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He stated that the enhanced prize structure provides greater value at both the top and secondary prize levels and expressed hope that players will respond positively to the new game.

**IV. Massachusetts Department of Public Health, Office of Problem Gambling Services Presentation**

Treasurer Goldberg welcomed back Director Victor Ortiz from the Massachusetts Department of Public Health's ("DPH") Office of Problem Gambling Services ("OPGS") and invited him to share a presentation about their efforts from this holiday season.

Director Ortiz thanked Treasurer Goldberg and the Commission and stated that he was pleased to return to present the results of the 2025 holiday awareness campaign. Before reviewing the current results, he explained that he wanted to step back and provide context on the work accomplished over the past five years through the collaboration between the Lottery and the Department of Public Health.

Director Ortiz emphasized that public health strategies begin with data, which helps identify trends, measure impact, and guide mitigation efforts. He reported that data indicates more than 46 percent of middle and high school students have gambled within the past year, noting that this percentage has remained relatively consistent over the last decade and serves as a baseline measure of youth gambling prevalence prior to the expansion of sports wagering.

Director Ortiz further explained that research shows strong correlations between problem gambling and other risk factors, including substance use, mental health challenges, and violence. He noted that similar patterns are seen among adults, stating that more than 95 percent of adults experiencing gambling-related distress also have pre-existing mental health or substance use disorders. He stated that these findings demonstrate that gambling-related harm does not occur in isolation and that prevention strategies must take a comprehensive public health approach.

Director Ortiz explained that one of the key mitigation strategies is public awareness. He described the Department of Public Health's public awareness platform, "Let's Get Real About Gambling," as a comprehensive initiative targeting both general audiences and priority populations, including youth and parents. He noted that the Lottery's holiday campaign is embedded within this broader platform, allowing it to leverage existing research, messaging strategies, and outreach infrastructure.

Director Ortiz explained that the holiday campaign is part of a national effort designed to discourage giving lottery products as gifts to minors. He stated that prior to 2020, the Lottery approached the Department of Public Health to explore ways to strengthen and expand the campaign using a more structured public health framework.

Director Ortiz reported that the initial campaign launched in 2020 as a two-week pilot using social media, radio, and streaming tactics generating approximately 800,000 impressions. Following evaluation of those results and lessons learned, the campaign was expanded in 2021 from a two-week period to a month effort conducted in both English and Spanish, living up to the principles of leading with equity. As a result, these efforts in 2021 made a significant impact and produced over 7 million impressions.

Director Ortiz explained that during the next campaign in 2022, the outreach was expanded by including the Asian language and additional communities, which generated approximately 8 million

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impressions. In 2023, further language expansion including Portuguese and Haitian Creole along with increased community-level engagement resulted in approximately 15 million impressions. Director Ortiz noted that a lot of it was attributed to the consistency of the message and the work at the community level to continue to promote the message.

Director Ortiz stated that in 2024 the campaign expanded again, increasing its duration from four weeks to six weeks and adding additional outreach tactics such as expanded social media placements, mall kiosks, radio stations, casting a wide net of touch points, and updated creative branding with a new look and feel. These enhancements produced approximately 27 million impressions. Director Ortiz described this as an incredible feat thanks to the collaboration of a phenomenal team comprised of the DPH and the Lottery all working together to see what can be done better. He extended a huge thank you to Deputy Director Lorena Lama, Mass DPH Office of Problem Gambling Services, and the entire team.

He noted that for the 2025 campaign, the team continued building on lessons learned from prior years. The campaign period was expanded from six weeks to approximately nine weeks, running from November through January, and included additional digital platforms such as TikTok along with updated messaging. As a result, the 2025 holiday campaign generated approximately 58 million impressions. He described this as an astronomical feat and something that pleasantly surprised the team given all of the work done in previous years. Director Ortiz emphasized that this progress reflects the continued efforts since the campaign began in 2020.

Director Ortiz further explained that based on the campaign's continued growth and effectiveness, the team piloted a new year-round youth prevention campaign component. This additional effort ran for approximately eleven weeks and generated approximately 66 million impressions. Combining both initiatives, Director Ortiz reported that the 2025 holiday campaign and the year-round youth campaign produced approximately 124 million impressions across the Commonwealth. He noted that this represents significant growth from the campaign's starting point of approximately 800,000 impressions in 2020.

Director Ortiz stated that he appreciated the opportunity to share the full story of the campaign, noting that simply presenting the results without telling the story would not reflect the work and effort that went into building it over the years. He emphasized that everyone has a role to play in strategies to mitigate harms associated with gambling, particularly among young people, and expressed gratitude for the Lottery's partnership in advancing these efforts. He explained that the collaboration between the Department of Public Health and the Lottery has allowed the campaign to be used in a way that is impactful, and he stated that the results demonstrate the success of this approach. Director Ortiz noted that the Massachusetts campaign is unique in the country, producing results on a scale not seen elsewhere.

He offered his profound thanks to Treasurer Goldberg for entrusting the Department with this work, to the Commission for the opportunity to collaborate, and to Lottery Executive Director Bracken, Communications Director Rachel Guerra, Chief iLottery Officer Christian Teja, and the entire team at both the Lottery and the Department of Public Health for their continued support and partnership. He concluded by expressing appreciation for the opportunity to present the 2025 campaign results.

Treasurer Goldberg praised the presentation stating that the results were "simply amazing" and highlighted the upside and impact of social media in strengthening the campaign. She then asked if any members of the Commission had questions.

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Comptroller McNamara commented that the number of impressions was absolutely tremendous and noted that he was particularly struck by the prevalence of lottery use and other gambling behaviors among middle school students. Director Ortiz responded that the Department is taking a deeper look into this data. He noted that, of the 48 percent of middle school students who reported gambling in the past year, approximately 36 percent had played lottery scratch tickets. He explained that while there have been internal discussions and some potential areas for oversight, there has been a lot of speculation and the Department is conducting further research to better understand these behaviors and will continue to track the data over time, reporting on it every two years.

Sr. Advisor Rebello-Pradas congratulated Director Ortiz and his team on the presentation and the work done, particularly highlighting the attention to priority populations and the inclusivity of multiple languages. She noted that determining which languages to include is challenging and commended the team for their thoughtful approach. Director Ortiz thanked her and invited follow-up conversations to share additional information as needed.

Treasurer Goldberg again expressed her appreciation for the presentation and the team's work. Director Ortiz thanked the Treasurer and the Commission for their support and ongoing collaboration and noted that planning for next year's campaign is already underway. He stated that he looks forward to returning next year to present results again.

**V. Matters Requiring Approval of the Massachusetts State Lottery Commission**

**VOTE (1):** For the reasons set forth in the attached memorandum dated February 12, 2026, the Executive Director is authorized to utilize statewide contract ITC73: IT Hardware and Services to purchase hardware to support the Lottery's virtual infrastructure equipment from:

**Presidio Networked Solutions LLC**  
10 Sixth Road  
Woburn, MA 01801

This award is being made pursuant to a competitive bid process in accordance with statewide contract ITC73.

The aggregate maximum obligation for this hardware shall not exceed two million, five hundred thousand dollars (\$2,500,000.00).

Comptroller William McNamara made a motion to authorize the Executive Director to utilize statewide contract ITC73 and Sr. Advisor Alicia Rebello-Pradas seconded the motion.

Executive Director Bracken explained that the vote pertains to a statewide contract to update the Massachusetts State Lottery infrastructure and cybersecurity program. He emphasized that Presidio works with many state agencies and stated that the Lottery is looking forward to initiating the project.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll call vote. Comptroller William McNamara: yes; Sr. Advisor Alicia Rebello-Pradas: yes; and Treasurer Goldberg: yes. The Motion carried.

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**VI. Other Business – Reserved for Matters the Chair did not Reasonably Anticipate at the Time of Posting**

After asking if there was any additional business to discuss, Treasurer Goldberg sought a motion to adjourn the meeting. Sr. Advisor Alicia Rebello-Pradas moved to adjourn and Comptroller William McNamara seconded the motion.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll call vote. Comptroller William McNamara: yes; Sr. Advisor Alicia Rebello-Pradas: yes; and Treasurer Goldberg: yes. The Motion carried.

The Commission meeting adjourned at 11:07 a.m.

**List of Documents and Exhibits Used:**

- MSLC February 2026 Commission Meeting Book
- MSLC Meeting Executive Director’s Report, February
- Massachusetts Department of Public Health, Office of Problem Gambling Services: Holiday Lottery & Youth Campaigns Presentation, February 17, 2026