

**Massachusetts State Lottery Commission  
Official Minutes of 04/29/2025 Meeting**

*Massachusetts State Lottery Commission*

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**Official Meeting Minutes**

DATE: Tuesday, April 29, 2025

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  
Meghan S. Liddy, Commissioner  
Nina X. Liang, Commissioner

MEMBERS ABSENT: Secretary Terrence M. Reidy, Secretary, Executive Office of Public Safety

ALSO PRESENT: Mark William Bracken, Executive Director, Lottery  
Sheila Capone-Wulsin, Chief Marketing Officer, Lottery  
Gregory Polin, General Counsel, Lottery  
John Rinkacs, Chief Technology Officer, Lottery  
Michael Lorden, Director of Sales and Regional Operations, Lottery  
Thomas Cream, Director of IT, Lottery  
Delwin Dickinson, Director of Modernization, Innovation and Performance, Lottery  
Greg Versaw, Director of Human Resources, Operations and Services Group, Lottery  
Keith Macri, Creative Director, Lottery  
Rachel Guerra, Deputy Director, Communications  
Lisa Vallier, Assistant Director, IT, Lottery  
Franklin Carreiro, Assistant Director, IT, Lottery  
Benjamin Wood, Assistant Director, Stakeholder Engagement, Lottery  
Gregory Gallagher, Assistant Director, Digital Operations, Lottery  
Thomas Dougherty, Regional Manager, Lawrence, Lottery  
Judy Rampino-Moore, Executive Assistant, Lottery  
Thomas Aiello, Manager, Product and Promotional Development, Instant Tickets, Lottery  
Tim Karalexis, Manager, Product and Promotional Development, Draw Games, Lottery  
Jamie Martel, Social Media Coordinator, Lottery  
Max O'Day, Communications Specialist, Lottery  
Kate Sutton, Marketing Specialist, Instant Tickets, Lottery  
Justin Donnini, Marketing Specialist, Draw Games, Lottery  
Julia Lehmann, Marketing Specialist, Monitor Games, Lottery

**Massachusetts State Lottery Commission  
Official Minutes of 04/29/2025 Meeting**

James MacDonald, First Deputy Treasurer, Treasury  
Chandra Bork, Deputy Treasurer and Chief of Staff, Treasury  
Emily Kowtoniuk, Director of Policy and Legislative Affairs, Treasury  
Andrew Napolitano, Communications Director, Treasury  
Sandra Lynch, General Counsel, Treasury  
John Durgin, Associate General Counsel for Debt Management, Treasury  
Lizandra Gomes, Deputy Chief of Staff, Treasury

Mark Basedow, Operations Specialist, Lotto.com Inc.  
Amy Gabrila, Senior GameSense Advisor, The Massachusetts Council on  
Gaming and Health  
Irene Rotondo, MassLive  
Paul Donovan, Partner at Kearney, Donovan & McGee

“8”, Interested Member of the Public  
Noemi Fernandez Santiago, Interested Member of the Public

**I. Opening of Meeting**

Treasurer Deborah B. Goldberg opened the Massachusetts State Lottery Commission (“Commission”) meeting at 10:30 a.m.

Treasurer Goldberg stated:

“Pursuant to the Commonwealth’s Open Meeting Law, Massachusetts General Laws, Chapter 30A, Section 20, 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,” and she asked those who are making any recording identify themselves as doing so.

Judy Rampino-Moore, Lottery, identified herself as making a recording.

Treasurer Goldberg referenced the Massachusetts Open Meeting Law, Massachusetts General Laws, Chapter 30A, section 20, and identified the following Commissioners as present: Comptroller William McNamara, Commissioner Nina Liang, Commissioner Meghan Liddy, and herself, Treasurer Deborah B. Goldberg. Treasurer Goldberg indicated that the Commissioners would be participating remotely for the meeting pursuant to Chapter 2 of the Acts of 2025, which permits remote participation by all Commissioners and allows the use of adequate alternative means, such as audio or video conferencing, to ensure public access to the deliberations of the Commission.

Treasurer Goldberg noted that the Commissioners are all participating by a conference call through Zoom conferencing and asked the Commissioners to identify any sort of technical difficulty. Treasurer Goldberg also stated that the Commissioners may participate in any votes scheduled to take place at today’s meeting and that all votes must be taken by roll call.

**II. Approval of the Minutes from March 25, 2025**

Treasurer Goldberg asked the Commission to accept the minutes from the meeting held on March 25, 2025.

## **Massachusetts State Lottery Commission Official Minutes of 04/29/2025 Meeting**

Commissioner Nina Liang made a motion to accept the minutes of the meeting and Commissioner Liddy seconded the motion.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll call vote. Comptroller William McNamara: yes; Commissioner Nina Liang: yes; Commissioner Meghan Liddy: yes; and Treasurer Goldberg: yes. The Motion carried.

The minutes were approved at 10:33 a.m.

### **III. Executive Director's Report**

#### **Lottery Sales Update – March**

Executive Director Mark William Bracken updated the Commission on Lottery figures for March 2025 and reported that the overall unadjusted sales for March 2025 were down \$44.8 million from March 2024.

The estimated March 2025 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid. Due in part to a \$19.5 million decrease in Instant Ticket sales in March 2025 as compared to March 2024, and an \$11 million increase in Instant Ticket grand prizes claimed in March 2025, as compared to March 2024 (\$33 million versus \$22 million), the estimated net profit for March 2025 was \$70.1 million as compared to \$105.8 million in March 2024, resulting in an estimated \$35.7 million decrease in net profit. The estimated prize payout for March 2025 was 76.22 percent as compared to 71.84 percent in March 2024.

Executive Director Bracken reported on the figures for fiscal year 2025. He stated that the overall unadjusted sales for the first nine months of FY25 were down \$149.6 million from the first nine months of FY24. The estimated FY25 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 \$104.5 million decrease in sales of Powerball and a \$35.9 million decrease in Instant Ticket sales in the first nine months of FY25 as compared to the first nine months of FY24, the estimated year-to-date net profit for the first nine months of FY25 is \$797.9 million as compared to \$882.5 million for the first nine months of FY24. After adding in a 2-day average net profit figure of \$5.9 million due to a shift in the calendar, the adjusted year-over-year change for the first nine months of FY25 versus the first nine months of FY24 is an estimated \$78.7 million decrease in net profit. The estimated year-to-date prize payout for the first nine months of FY25 is 74.39 percent as compared to 73.52 percent for the first nine months of FY24.

Executive Director Bracken presented a sales breakdown for March 2025. He reported that Keno sales increased by \$3.6 million as compared to March 2024, continuing a trend seen throughout the fiscal year. Additionally, Lucky for Life sales rose by \$67,300.

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

Executive Director Bracken presented a five-year prize payout comparison chart and reported on prize payouts as a percentage of Lottery sales over the past five fiscal years. Referring to the chart included in the meeting materials, he highlighted a trend showing that while the prize payout remains

## **Massachusetts State Lottery Commission Official Minutes of 04/29/2025 Meeting**

at its highest level compared to the same point in the previous five years, it has begun to stabilize and is gradually declining toward the historical average.

### **Gross Sales Results – March Sales**

Executive Director Bracken reported on the year-to-date FY25 versus FY24 sales through March Unadjusted Non-Fiscal Year as well as the Gross Sales Results for March FY25 versus March FY24.

Reporting on March FY25 versus March FY24, Executive Director Bracken reported that Instant Ticket sales declined by 6 percent, or \$19.5 million. The Numbers Game and Mass Cash each saw a decrease of \$200,000 and Megabucks sales were down \$800,000. Mega Millions and Powerball sales dropped by \$15 million and \$12.4 million, respectively. He noted that this time last fiscal year, both games were in the midst of jackpot runs, which contributed to higher sales. Wheel of Luck sales also declined by \$300,000, resulting in a total sales decrease of \$44.8 million for the month.

Reporting on the year-to-date gross sales results for FY25 as compared to FY24 Unadjusted Non-Fiscal Year, Executive Director Bracken stated that Instant Ticket sales were down \$35.9 million, The Numbers Game decreased by \$5.1 million, and Mass Cash declined by \$1.6 million. Megabucks sales were down \$0.5 million. Mega Millions sales dropped by \$31.9 million, and Powerball sales declined significantly by \$104.5 million. In contrast, Keno sales remained strong, increasing by \$32.4 million.

He emphasized that the combined \$136 million decline in Mega Millions and Powerball sales, both of which have approximately a 50 percent profit margin, translates to an estimated \$68 million in lost profit. Given the total net profit decrease of \$78.7 million, nearly the entire shortfall can be attributed to the drop in jackpot-driven sales for these two games, with only about \$8 million of the decrease coming from other areas. He noted that without large jackpots, ticket sales suffer, and the Lottery must rely on high jackpots to drive stronger sales. Additionally, Monitor Game sales were up 3.4 percent, which he described as a very positive result.

### **May 13 Instant Ticket Launch - \$25,000,000 Mega Money**

Executive Director Bracken handed the presentation over to Instant Ticket Product Manager Tom Aiello to report on the May 13<sup>th</sup> Instant Ticket launch.

Product Manager Aiello announced that on May 13<sup>th</sup>, the Lottery will launch its third \$50 price-point ticket, titled “\$25,000,000 Mega Money.” This new game is designed to complement the two existing \$50 tickets currently available on the market. A total of 25.2 million tickets have been printed on holographic specialty paper featuring a vibrant color scheme to enhance visual appeal. The game offers substantial top-tier prizes, including three \$25 million prizes, four \$2 million prizes, and twelve \$1 million prizes. To distinguish it from other offerings, the ticket front highlights several key selling points:

- “Best odds of winning \$50,000 on a \$50 ticket”
- “All winning tickets total \$100 or more”
- “Win up to \$50,000 in each of the 10 Second Chance drawings” (the Second Chance promotion includes over 3,300 cash prizes, ranging from \$100 to \$50,000).

**Massachusetts State Lottery Commission  
Official Minutes of 04/29/2025 Meeting**

**May 13 Instant Ticket Launch POS**

Product Manager Aiello then presented the Point of Sale (“POS”) materials developed to support the launch of this new ticket. These materials include 8.5” x 11” and 11” x 17” posters, as well as a wobblers. Both the poster and wobblers feature the tagline “Mega Winnings”, with a design that incorporates the ticket’s color scheme and imagery of \$100 bills, which are displayed behind the tagline and along the bottom of the materials.

Additionally, Product Manager Aiello introduced a 3.75” x 4” insert designed for use in countertop dispensers and Player Activated Terminals (“PAT”) at retail locations.

**\$25,000,000 Mega Money Instant Ticket Animation**

Product Manager Aiello reported that the launch will be supported by an advertising campaign beginning on May 13<sup>th</sup>. He presented a brief animation preview to the Commission and noted that the creative and production teams are actively working on additional deliverables to support the campaign and overall launch.

**“Fishin’ For Quic Pics” Promotion**

Executive Director Bracken invited Tim Karalexis, Draw Games Product Manager, to report on the “Fishin’ For Quic Pics” promotion.

Product Manager Karalexis reported on an upcoming player promotion running from May 6<sup>th</sup> to May 19<sup>th</sup>. During this period, players who spend \$4 or more on any draw or monitor game on a single ticket will have a chance to receive a free \$1 surprise Quic Pic for Mass Cash, The Numbers Game, or Keno. He clarified that the surprise Quic Pic is not guaranteed but is randomly awarded as part of the promotion.

This initiative mirrors a similar promotion held last year, which was successful, and the Lottery aims to replicate that success in 2025. Product Manager Karalexis also highlighted the marketing materials, which feature a sunburned character floating in water, and noted that the promotion is being supported by a comprehensive advertising campaign.

Executive Director Bracken thanked Product Manager Karalexis and posed a rhetorical question, “does anyone ever win on these free Quic Pics?” He then introduced Deputy Director of Communications Rachel Guerra to address that topic on the next slide in the meeting materials.

**Mass Cash Expiring Prize Winner Found**

Deputy Director of Communications Rachel Guerra reported on a recent success story involving an unclaimed \$100,000 Mass Cash prize that was set to expire on May 1, 2025. She explained that when significant prizes near expiration, the Lottery employs various outreach strategies to reach potential winners, including regional posters, social media outreach, and press releases, in hopes of generating media coverage to alert the public.

## **Massachusetts State Lottery Commission Official Minutes of 04/29/2025 Meeting**

In this case, a story aired by WWLP television station in Springfield caught the attention of the winner's son, who recalled that his mother had stored a ticket away in a drawer from the previous year. After his reminder, she located the winning ticket and successfully claimed the prize.

Deputy Director Guerra highlighted that the winning ticket had been received as a free Quic Pic during last year's "Fishin' for Quic Pics" promotion, following a qualifying purchase. She emphasized that this example illustrates the importance of promoting near-expiring prizes, as it can lead to successful prize claims through increased public awareness.

### **Keno Celebrate the Night Awareness Campaign**

Executive Director Bracken handed the presentation over to Lottery Creative Director Keith Macri to report on the Keno Celebrate the Night Awareness Refresh Campaign.

Director Macri reported that the Lottery team has refreshed its evergreen Keno campaign, "Celebrate the Night." He reminded the Commission that this campaign was launched last year and, following its initial success, the team chose to maintain the theme while updating all associated assets.

Directing the Commission's attention to the meeting materials, Director Macri highlighted the Out-of-Home ("OOH") execution, specifically noting a billboard at Fenway Park that features animated elements designed to enhance visibility and engagement. He described how the animation brings the display to life, especially at night, with a vibrant, Northern Lights-inspired design that makes the imagery "pop."

Director Macri showed the MBTA triptych boards shown throughout MBTA train and subway stations across the state and played the animation for the Commission.

Director Macri added that the team repurposed and refreshed last year's "Celebrate the Night" commercial by maximizing existing footage while maintaining a consistent style, look, and feel. This updated version was produced for use on television and connected TV platforms. He then played the refreshed commercial for the Commission's review. He noted that the new Keno logo needed to be recomposited on the refreshed commercial and stated that he was happy with the results.

Director Macri credited Monitor Games Product Manager Kristen Chaput for taking the lead on many of the creative assets for the refreshed campaign and acknowledged the team's collaborative efforts in supporting and executing her vision.

### **Boston/New England Regional Emmy Award Nominations**

Executive Director Bracken announced that the Massachusetts State Lottery has received five nominations for the Boston/New England Regional Emmy Awards, marking the highest number of nominations the Lottery has received to date. This also represents the fourth consecutive year the Lottery has been recognized with Emmy nominations, with one win previously secured in 2022.

This year, the Lottery is nominated in the Commercial category for two entries: "Celtics Banner 18" and "Gingerbread Thieves", the latter of which Executive Director Bracken noted features a cameo appearance of himself.

## **Massachusetts State Lottery Commission Official Minutes of 04/29/2025 Meeting**

Additional nominations were received in the categories of: Writer – Short Form Content, Editor – Short Form Content, Audio Recording, Mixing and Design.

Executive Director Bracken shared that over a dozen Lottery employees were involved in the nominated work. The team is looking forward to the awards event on June 7<sup>th</sup>, when the winners will be announced.

### **Closing Remarks Before the Votes**

Executive Director Bracken announced that the Massachusetts State Lottery issued its procurement for an online lottery vendor last Friday afternoon. He noted that the procurement follows an aggressive timeline, and that the Lottery remains on track and is meeting its target milestones, as originally anticipated following the funding from December 2024.

Executive Director Bracken congratulated the team for their efforts in preparing and releasing what he described as a comprehensive and complex document, commending the work that went into such a significant milestone.

### **IV. Matters Requiring Approval of the Massachusetts State Lottery Commission**

**VOTE (1):** For the reasons set forth in the attached memorandum dated April 11, 2025, the Massachusetts State Lottery Commission increases the maximum obligation by one million, five hundred thousand dollars (\$1,500,000.00) for its contract with the below vendor for media buying services:

**Norbella, Inc.**  
46 Plympton St, 5th Floor  
Boston, MA 02048

This original award was made pursuant to a competitive bid process (RFR LOT # 2403).

The aggregate maximum obligation for fiscal year 2025 for advertising through this contract shall not exceed seven million, five hundred thousand dollars (\$7,500,000.00), subject to legislative appropriation.

Comptroller William McNamara made a motion for the Executive Director to increase the maximum obligation and Commissioner Nina Liang seconded the motion.

Executive Director Bracken informed the Commission that the Lottery has been impacted by tariffs, which resulted in the cancellation of a significant number of promotional item orders. As a result, the Lottery now has unused funds available for the current fiscal year.

Given this development, the Lottery will redirect those funds to purchase media placements through Norbella, Inc., including television, radio, out-of-home advertising, billboards, web, and social media ads. Executive Director Bracken remarked that while it was originally intended for promotional items, the shift in strategy is a practical response to the current situation, including cost constraints.

**Massachusetts State Lottery Commission**  
**Official Minutes of 04/29/2025 Meeting**

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll call vote. Comptroller William McNamara: yes; Commissioner Meghan Liddy: yes; Commissioner Nina Liang: yes; and Treasurer Goldberg: yes. The Motion carried.

**VOTE (2):** For the reasons set forth in the attached memorandum dated April 18, 2025, the Massachusetts State Lottery Commission increases the maximum obligation by six hundred thousand dollars (\$600,000.00) for its contracts with the below vendors for moving and storage services:

**Wakefield Moving and Storage Inc.**

One Second Street  
Peabody, MA 01960

**Sterling Corporation**

20 Industrial Ave  
Chelmsford, MA 01824

This original award was made pursuant to Statewide Contract FAC127 through a competitive bid process (Bid 24-58).

The aggregate maximum obligation for these services from August 1, 2024, through January 31, 2030, shall not exceed three million, six hundred thousand dollars (\$3,600,000.00) and the aggregate maximum obligation for these services during fiscal year 2025 shall not exceed one million dollars (\$1,000,000.00). Additionally, the aggregate maximum obligation for these services during fiscal year 2026 shall not exceed one million dollars (\$1,000,000.00).

Commissioner Meghan Liddy made a motion for the Executive Director to increase the maximum obligation and Commissioner Nina Liang seconded the motion.

Executive Director Bracken explained that this is effectively a three-tiered vote. He noted that the initial authorization for the contract was approved by the Commission last summer at \$3 million, and this vote would increase the contract total to \$3.6 million over its full term. The motion includes increasing the total contract amount from \$3 million to \$3.6 million, raising the FY25 budget allocation from \$700,000 to \$1 million, and setting the FY26 allocation at \$1 million, which has not been voted on.

Executive Director Bracken explained that the primary cause of these increases is the Commission's recent approvals related to equipment coming from IGT, particularly vending machines. The Lottery has already received 400 new machines, with another 300 on the way, in addition to 285 previously delivered units. He noted that approximately 90 percent of the work performed is related to the delivery, installation, and storage of these vending machines.

Over the past two and a half months, the Lottery has successfully deployed approximately 340 machines into the field. The team is moving fast, and this is why the number has increased.

Comptroller McNamara asked for clarification, questioning whether an increase in speed necessarily translates to a higher overall cost, or simply faster execution. Executive Director Bracken responded that while it is technically an increase of \$600,000 over the life of the contract, the original assumption was that costs would be spread out more gradually. However, the Lottery was able to acquire an unexpected additional 350 vending machines from IGT, which is a rare opportunity since



**Massachusetts State Lottery Commission  
Official Minutes of 04/29/2025 Meeting**

the machines are custom-built. IGT had purchased extra units and offered the Lottery first access, prompting an unanticipated vote in December.

Given the opportunity and to minimize storage costs, the Lottery opted to accelerate installation, resulting in higher upfront expenses. Executive Director Bracken emphasized that the contract runs through January 2030, and based on current trends, he anticipates the \$3.6 million total may eventually require an additional increase within the contract term.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll call vote. Comptroller William McNamara: yes; Commissioner Meghan Liddy: yes; Commissioner Nina Liang: yes; and Treasurer Goldberg: yes. The Motion carried.

**VOTE (3):** For the reasons set forth in the attached memorandum dated April 22, 2025, the Executive Director is authorized to enter into a three-year contract, with the option to extend for up to two additional one-year periods, for criminal background screening services with:

**SportsEngine d/b/a National Center for Safety Initiatives**  
807 Broadway Street  
Minneapolis, MN 55413

This award is made pursuant to a due diligence posting of notice of intent to purchase process (NOI LOT #2510, COMMBUYS Number: BD-25-1062-LOTLOTDO-115208).

The maximum obligation for this three-year contract, which will commence on July 1, 2025, shall not exceed four hundred fifty thousand dollars (\$450,000.00).

Commissioner Nina Liang made a motion for the Executive Director to enter into the contract and Commissioner Meghan Liddy seconded the motion.

Executive Director Bracken explained that the National Center for Safety Initiatives (“NCSI”) conducts all background checks for individuals applying to become licensed Lottery agents. This vote would fully encumber the cost of those services, totaling \$450,000, over the course of a three-year contract.

Executive Director Bracken noted that since transitioning to an online application system, the Lottery is now fully integrated with NCSI, making the background check process efficient and seamless.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll call vote. Comptroller William McNamara: yes; Commissioner Meghan Liddy: yes; Commissioner Nina Liang: yes; and Treasurer Goldberg: yes. The Motion carried.

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

After asking if there was any other business to discuss, Treasurer Goldberg sought a motion to adjourn the meeting. Commissioner Meghan Liddy moved to adjourn and Comptroller William McNamara seconded the motion.

**Massachusetts State Lottery Commission**  
**Official Minutes of 04/29/2025 Meeting**

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll call vote. Comptroller William McNamara: yes; Commissioner Meghan Liddy: yes; Commissioner Nina Liang: yes; and Treasurer Goldberg: yes. The Motion carried.

The Commission meeting adjourned at 10:59 a.m.

**List of Documents and Exhibits Used:**

- MSLC April 2025 Commission Meeting Book
- MSLC Meeting Executive Director's Report, April