

**Massachusetts State Lottery Commission  
06/17/2021 Meeting Minutes**

*Massachusetts State Lottery Commission*

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**Official Meeting Minutes**

DATE: Thursday, June 17, 2021

TIME: 11:00 a.m.

**All Attendees Participated Remotely through Cisco Webex Conferencing System**

MEMBERS PRESENT: Deborah Goldberg, Treasurer and Receiver General  
William J. McNamara, Comptroller  
Meghan Liddy, Commissioner  
Anthony Salvidio, Commissioner  
Arielle Mullaney, Assistant General Counsel, Executive Office of Public Safety and Security, designee of Secretary Thomas A. Turco III

ALSO PRESENT: Michael Sweeney, Executive Director, Lottery  
Edward Farley, Chief Marketing Officer, Lottery  
David Falcone, Chief Operating Officer, Lottery  
Didier Bertola, Chief Financial Officer, Lottery  
Thomas Cream, Assistant Executive Director IT, Lottery  
Liz Giffen, Consultant, Lottery  
Judy Moore, Senior Executive Assistant, Lottery  
Gregory Polin, General Counsel, Lottery  
Christian Teja, Director of Communications, Lottery

Delwin Dickinson, Senior Consultant, Advizex

James MacDonald, First Deputy Treasurer  
Sarah Kim, General Counsel, Treasury  
Chandra Bork, Chief of Staff, Treasury  
Emily Kowtoniuk, Deputy Legislative Director, Treasury  
Steve Moore, Deputy Legislative Director, Treasury  
Andrew Napolitano, Deputy Communications Director, Treasury  
Harrison Fregeau, Intern, Treasury  
Mary E. Wilkins, Executive Assistant of Communications, Treasury

Jeffrey Shapiro, Esquire, Deputy Comptroller, Chief Operating Officer

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**I. Opening of Meeting**

Treasurer Deborah Goldberg opened the Massachusetts State Lottery Commission (“Commission”) meeting at 11:01 a.m.

Treasurer Goldberg stated:

“Pursuant to the Massachusetts Open Meeting Law, Massachusetts General Laws, Chapter 30A, section 20, all of the Commissioners

- Commissioner Meghan Liddy
- Commissioner Anthony Salvidio
- Comptroller William McNamara
- Assistant General Counsel Arielle Mullaney, and
- Myself, Treasurer Deborah Goldberg

will be participating remotely for this meeting because physical attendance is unreasonably difficult and pursuant to Chapter 20 of the Acts of 2021.

Commissioners, we are all participating by a conference call. Commissioners, please let us know if you have any sort of technical difficulty.

The Commissioners may participate in any votes scheduled to take place at today’s meeting.

All votes must be taken by roll call.”

Treasurer Goldberg then made the following statement:

“Pursuant to the Commonwealth’s Open Meeting Law, Massachusetts General Laws, Chapter 30A, section 20, as Chair of the Massachusetts State Lottery 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, so I ask that those who are making any recording identify themselves now as doing so.”

Judy Moore, Senior Executive Assistant, Lottery, identified herself as making a recording to assist in the preparation of the meeting minutes.

Treasurer Goldberg provided an overview for the meeting. She stated that approximately three weeks ago, she was approached by the Governor’s office for her opinion regarding the creation of a Lottery product for a vaccine.

She credited her staff, as well as the staff at the Lottery, for their research with other states who have already launched this concept to determine how it was done. She revealed that putting together a lottery was a complicated venture. She explained that other states were creating a sweepstakes, but the Massachusetts Lottery doesn’t have the internal bandwidth to generate one. She noted that when Ohio finally got their Vaccine Lottery up and running, both their call center and website crashed on the first day. She also noted that in terms of the number of people who

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signed up in Ohio, that Ohio started at a lower level because it has more rural areas. Treasurer Goldberg noted that Massachusetts is different from Ohio. According to the latest census, Massachusetts has a population of 7.1 million and 4 million have been vaccinated.

After investigating the logistics of the other states, Treasurer Goldberg revealed to the Governor that a venture such as this would require a lot of coordination and engagement from other departments under him. In California, the Department of Public Health owns the information on those who have been vaccinated, and their Lottery was in charge of helping to develop rules by using their expertise on drawings and lottery procedures. She mentioned that an undertaking for a VaxMillions in Massachusetts would be inclusive for anyone who has been vaccinated. She also disclosed that one thing that appealed a lot of people in Massachusetts was the concept of awarding scholarships. She cautioned that yesterday, the Centers for Disease Control and Prevention (CDC) reported that the delta variant of the coronavirus, which has devastated India, is now the predominant variant in Great Britain. It has been shown that there is a 30 percent immunity in those who have received only one vaccine to this deadliest and most contagious variant. She stated that one of her hopes is that this initiative will capture the groups of people who have had only one dose to go on to receive the second and be eligible to enter this special VaxMillions Giveaway. Treasurer Goldberg thanked California for coming up with the formula that works in the fastest manner and stated that Massachusetts has until July 1, to have everything in place. She predicted that July 1<sup>st</sup> will be a very busy day for call centers and the website that is under the Governor's office.

Treasurer Goldberg asked Executive Director Michael Sweeney if he could elaborate on the details and goals of this special lottery. Executive Director Sweeney thanked the Treasurer and stated that any services or personnel efforts that the Lottery is undertaking will be reimbursed through other Commonwealth agencies and most likely from the Executive Office of Administration and Finance (A&F). Executive Director Sweeney revealed that there have been extensive conversations with Secretary Curtis Wood, from the Executive Office of Technology Services and Security (EOTSS), regarding the technicalities involved in this project, as well as the need for an emergency declaration in order to move forward. Secretary Wood has dedicated members of his team, as well as additional support from the IT side if and when it should be necessary.

Executive Director Sweeney explained that there are two votes that are contractual in nature and the dollar amounts which are listed will eventually be transferred to the Lottery from a separate Commonwealth agency, which he believed to be from A&F. He also noted that the logistics are still being worked out. He stated that the first vote refers to the fact that this is a fast and large developing project and there are going to be actions that will need to be taken in an extremely rapid measure. He asked for the Commission's indulgence to understand that there might be subsequent votes that will be brought forth towards the end of June, which will require that as an Executive Director, he move forward in a manner not normally done. Because of the timelines involved here, this effort will require some generalized action on the Lottery's part to proceed and then to bring it forward to the Commission where appropriate for a vote. For the technical aspects, votes 2 and 3 are a good representation of the Lottery using existing contractual relationships with outside vendors who are experienced within the area of the internet as well as customer verification.

Executive Director Sweeney stated that the Lottery is not reinventing the wheel or putting the burden on the Commonwealth to go out and obtain new contracts with unknown entities. The Lottery will be using well-known existing vendors to accomplish the goals of the Governor and Treasurer. Executive Director Sweeney believed that during the next Commission meeting, there

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will be additional contract voting requests which would have been already implemented and/or general communication to fully update the Commission on each of the aspects being engaged.

Executive Director Sweeney noted that he believes that the Commonwealth made a wise decision in moving forward with vendors who have familiarity with the Commonwealth and the Lottery. The Lottery will be utilizing Gambit, who helped successfully launch the remote ticket cashing app and Joshua Fredette, Senior Program Engagement Manager of Overture Partners, LLC, with whom the Commission is very familiar with. The Lottery will also utilize the expertise of Advizex to serve as the contracting group on a state contract in order to bring additional vendors under one umbrella. Executive Director Sweeney reiterated that the utilization of these vendors, who have been working night and day since given the green light to move forward on the project, was a smart choice between the Lottery, the Commonwealth, and EOPSS.

Executive Director Sweeney concluded that he wanted the Commissioners to be aware that because of the time, effort, resources, and energies related to this project, the Lottery would need to temporarily stall or not move as quickly on some of the Lottery initiatives scheduled for the near future. He explained that the Lottery was on track to launch Phase Two of the remote ticket cashing app and there is the possibility that it could be delayed.

Treasurer Goldberg thanked Executive Director Sweeney and noted that despite the tumult of the pandemic, the Lottery had a record year in profits. If the Lottery had to execute this project fully on its own, it would have caused a significant disruption and the Governor fully grasped that. She added that local elected officials understand what the Lottery does, particularly if the snow and ice money runs out halfway through the winter.

Comptroller William McNamara stated that it is his assumption that the net cost to the Lottery ultimately becomes the amount that is billed to the state and that currently, the project is operating on estimates and there will be a true-up mechanism. Any federal Covid Operative dollars that are used, the state would be required to demonstrate in a federal audit that all of those funds went to appropriate purposes. Treasurer Goldberg stated that in conversations with the Governor's Chief of Staff, she was assured that the Federal Government and Treasury are signing off on the use of these funds. She stated that she was told by A&F that they were on top of this and getting these approvals. In addition, a huge mandate of the Recovery Act are the vaccines, and there are many efforts being looked at as incentives. She praised Massachusetts as not being the first state to undertake this effort and that the pilots have provided a lot of information. Comptroller McNamara stated that he did not doubt that this was an appropriate use of these funds that has been fully vetted, but he wanted to be sure that the billing comes out in the end. The Treasurer assured the Comptroller that she has been reading and studying the advisories on the coding and the assignment numbers to be sure of the use and the billing. 23:04

Comptroller McNamara commented that he would tend to think that any cannibalization of traditional Lottery sales would be difficult to measure because he believes any impact would be so small that it would be tough to quantify. Executive Director Sweeney agreed and added that his thought is that this will not negatively impact Lottery sales, particularly given the current status. The Lottery is experiencing healthy lifts across the board such as in Keno and instant tickets. He added that he believes that the reopening of the general economy and the public's comfort level in resuming all of their normal activities will have a greater impact on Lottery sales. The Lottery is in the position for another strong year. Treasurer Goldberg stated that a healthy line-up of new Lottery products will also help sales. The Governor asked for the Lottery's help because the Lottery's brand is one that appeals to people, it's a familiar brand and has proven its integrity.

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

**VOTE (1):** For the reasons set forth in the attached memorandum dated June 15, 2021, the Executive Director is authorized to provide the requested technical and program support for the VaxMillions Giveaway recently announced by the Governor's Office, which includes but may not be limited to, setting up the secure infrastructure and registration portal, conducting the official drawings, and implementing other services and functions as requested and required for the effectuation of the program.

Commissioner William McNamara made a motion to authorize the Executive Director to provide the requested technical and program support for the VaxMillions Giveaway funds and Commissioner Meghan Liddy seconded the motion.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll-call vote. Commissioner William McNamara: yes; Assistant General Counsel Arielle Mullaney: yes; Commissioner Meghan Liddy: yes; Commissioner Anthony Salvidio: yes; and Treasurer Goldberg: yes. The Motion carried.

**VOTE (2):** For the reasons set forth in the attached memorandum dated June 15, 2021, the Executive Director is authorized to increase the Heroku services it receives, through Carahsoft Technology Corporation, from Salesforce.com, Inc. pursuant to statewide contract ITS60: Cloud Solutions to ensure a secure infrastructure and registration portal for the VaxMillions Giveaway. The total maximum obligation of the Heroku services for the Vax Millions Giveaway shall not exceed one hundred thousand dollars (\$100,000.00).

Commissioner Anthony Salvidio made a motion to authorize the Executive Director to increase the Heroku services and Commissioner William McNamara seconded the motion.

Commissioner Meghan Liddy stated that she assumes that this process is an opt-in process that you would need to register for. Treasurer Goldberg acknowledged that her statement was correct and added that a person would have to have had both vaccines.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll-call vote. Commissioner William McNamara: yes; Assistant General Counsel Arielle Mullaney: yes; Commissioner Meghan Liddy: yes; Commissioner Anthony Salvidio: yes; and Treasurer Goldberg: yes. The Motion carried.

**VOTE (3):** For the reasons set forth in the attached memorandum dated June 15, 2021, the Executive Director is authorized to enter into a temporary emergency contract to procure services for the identification and removal of duplicate records of entries into the VaxMillions Giveaway with:

Experian Information Services, Inc.  
475 Anton Blvd.  
Costa Mesa, CA 92626

The maximum obligation assumed hereunder for these services shall not exceed two hundred thousand dollars (\$200,000.00).

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Assistant General Counsel Arielle Mullaney made a motion to authorize the Executive Director to enter into a temporary emergency contract to procure services for the identification and removal of duplicate records of entries into the VaxMillions Giveaway and Commissioner Anthony Salvidio seconded the motion.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll-call vote. Commissioner William McNamara: yes; Assistant General Counsel Arielle Mullaney: yes; Commissioner Meghan Liddy: yes; Commissioner Anthony Salvidio: yes; and Treasurer Goldberg: yes. The Motion carried.

**III. 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 William McNamara moved to adjourn and Commissioner Anthony Salvidio seconded the motion.

Treasurer Goldberg, recognizing there was no further discussion, moved the motion to a roll-call vote. Commissioner William McNamara: yes; Assistant General Counsel Arielle Mullaney: yes; Commissioner Meghan Liddy: yes; Commissioner Anthony Salvidio: yes; and Treasurer Goldberg: yes. The Motion carried.

The Special Commission meeting adjourned at 11:33 a.m.

**List of Documents and Exhibits Used:**

- MSLC Special June 2021 Commission Meeting Book