

**Massachusetts State Lottery Commission  
Official Minutes of 02/25/2025 Meeting**

*Massachusetts State Lottery Commission*

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**Official Meeting Minutes**

DATE: Tuesday, February 25, 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  
Suleyken Walker, General Counsel, Executive Office of Public Safety and Security, designee of Secretary Terrence M. Reidy

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  
Christine Mountain, Chief Human Resources Officer, Lottery  
John Rinkacs, Chief Technology Officer, Lottery  
Didier Bertola, Chief Financial Officer, Lottery  
Christian Teja, Chief iLottery Officer, Lottery  
Michael Lorden, Director of Sales and Regional Operations, Lottery  
Thomas Cream, Director of IT, Lottery  
Subrata Baguli, Director, Cyber Security, Lottery  
Delwin Dickinson, Director of Modernization, Innovation and Performance, Lottery  
Liz Giffen, Director, Digital Operations, Lottery  
Greg Versaw, Director of Human Resources, Operations and Services Group, Lottery  
Keith Macri, Creative Director, Lottery  
Rachel Guerra, Deputy Director, Communications  
Franklin Carreiro, Assistant Director, IT, Lottery  
Benjamin Wood, Assistant Director, Stakeholder Engagement, Lottery  
Gregory Gallagher, Assistant Director, Digital Operations, Lottery  
James Leahy, Assistant Director, Promotional Sales, Lottery  
Henri Morrison, Assistant Director, New Business Development & Agent Outreach, Lottery  
P.J. Vande Rydt, Regional Manager, Braintree, Lottery  
Thomas Dougherty, Regional Manager, Lawrence, Lottery

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Steve Moore, Regional Manager, New Bedford, Lottery  
Judy Rampino-Moore, Executive Assistant, Lottery  
Julie Goggin, Human Resources Business Partner, Lottery  
Brittany Cotton, Human Resources Business Partner, Employee Engagement, Lottery  
Rich Reale, Facilities Manager, Lottery  
Thomas Aiello, 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  
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

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  
Lizandra Gomes, Deputy Chief of Staff, Treasury  
Makayla Fucile, Special Assistant, Treasury  
Alexa Michon, Policy Associate, Treasury

Mark Basedow, Operations Specialist, Lotto.com Inc.  
Amy Gabrila, Senior GameSense Advisor, The Massachusetts Council on Gaming and Health  
Paul Donovan, Partner at Kearney, Donovan & McGee  
Ashley Powers, Kearney, Donovan & McGee  
Ella Adams, State House News Service

Dennis, Interested Member of the Public

**I. Opening of Meeting**

Treasurer Deborah B. Goldberg opened the Massachusetts State Lottery Commission (“Commission”) meeting at 10:31 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 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, and Ella Adams, State House News Service, identified themselves as making a recording.

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Treasurer Goldberg referenced the Massachusetts Open Meeting Law, Massachusetts General Laws, Chapter 30A, section 20, and identified the following Commissioners as present: Commissioner Meghan Liddy, Comptroller William McNamara, General Counsel Suleyken Walker, Commissioner Nina X. Liang, and herself, Treasurer Deborah B. Goldberg. Treasurer Goldberg stated that the Commissioners would be participating remotely for the meeting pursuant to Chapter 2 of the Acts of 2023, 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 January 28, 2025**

Treasurer Goldberg asked the Commission to accept the minutes from the meeting held on January 28, 2025.

General Counsel Suleyken Walker made a motion to accept the minutes of the meeting 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; General Counsel Suleyken Walker: yes; Commissioner Nina Liang: yes; Treasurer Goldberg: yes; and Commissioner Meghan Liddy: yes. The Motion carried.

The minutes were approved at 10:34 a.m.

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

#### **Lottery Sales Update – January**

Executive Director Mark William Bracken updated the Commission on Lottery figures for January 2025 and reported that the overall unadjusted sales for January 2025 were up \$10.5 million from January 2024.

The estimated January 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 \$22.0 million increase in Instant Ticket grand prizes claimed in January 2025 as compared to January 2024 (\$41.0 million as compared to \$19.0 million), the estimated net profit for January 2025 was \$94.7 million as compared to \$94.8 million in January 2024, resulting in an estimated \$100,000 decrease in net profit. The estimated prize payout for January 2025 was 76.11 percent as compared to 74.92 percent in January 2024.

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Executive Director Bracken reported on the figures for Fiscal Year 2025. He stated that the overall unadjusted sales for the first seven months of FY25 were down \$67.7 million from the first seven 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 an \$89.8 million decrease in sales of Powerball and a \$22.4 million decrease in Instant Ticket grand prizes claimed in the first seven months of FY25 as compared to the first seven months of FY24 (\$194.4 million as compared to \$216.8 million), the estimated year-to-date net profit for the first seven months of FY25 is \$636.3 million as compared to \$683.0 million for the first seven 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 seven months of FY25 versus the first seven months of FY24 is an estimated \$40.8 million decrease in net profit. The estimated year-to-date prize payout for the first seven months of FY25 is 74.44 percent as compared to 73.81 percent for the first seven months of FY24.

Executive Director Bracken provided a January 2025 sales breakdown. He reported that as compared to January of 2024, Instant Ticket sales were up \$7.5 million, Keno sales were up \$7.4 million, Megabucks sales were up \$392,192 (high jackpot of \$6.13 million as compared to \$1.55 million in January 2024), Lucky for Life sales were up \$160,454, Wheel of Luck sales were up \$102,906, and Mass Cash sales were up \$27,031.

As compared to January of 2024, Mega Millions sales were down \$2.5 million (high jackpot of \$113 million as compared to \$311 million in January 2024), Powerball sales were down \$1.9 million (high jackpot of \$328.5 million as compared to \$842.4 million in January 2024), and The Numbers Game sales were down \$648,085.

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

Executive Director Bracken presented a five-year prize payout comparison chart and reported on the prize payout as a percentage of Lottery's sales as compared to the last five fiscal years. Referring to the chart in the meeting materials, he noted that the prize payout remains high but it is beginning to level off in line with the previous four fiscal years.

### **Gross Sales Results – January Sales**

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

Reporting on January FY25 versus January FY24, Executive Director Bracken reported overall sales were up \$10.5 million at 1.9 percent. Excluding the Holiday Raffle, which wasn't offered this year, the only decreases were seen with Mega Millions, Powerball, and The Numbers Game. He noted another strong showing from Monitor Games with sales up \$7.5 million at 6.4 percent

Reporting on the gross sales results year-to-date FY25 versus FY24 Unadjusted Non-Fiscal Year, Executive Director Bracken reported that Monitor Games show a similar trend with them being up \$28.4 million at 3.9 percent. He noted Draw Games as taking the biggest hit with sales down 20.6 percent (\$108.5 million). He stated much of that decrease came from Mega Millions and Powerball and was due to the lack of billion-dollar jackpots which generally drives the sales on these games. Overall, total sales were down \$67.7 million.

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### **Merry & Bright Scan to Enter Promotion Results**

Executive Director Bracken asked Instant Ticket Product Manager Tom Aiello to report on the results of the Merry & Bright Scan to Enter Promotion.

Product Manager Aiello stated that the Merry & Bright Scan to Enter Promotion started on October 15<sup>th</sup> and ran to February 3<sup>rd</sup>. All non-winning 2024 Holiday tickets were eligible for entry into this promotion. Prizes ranged from \$500 to \$10,000. This year's promotion featured an "Early Bird" drawing where all entries that were received between October 15<sup>th</sup> through November 8<sup>th</sup>, were entered into an additional drawing for a chance to win \$100.

Project Manager Aiello announced the results of this promotion. There were \$75,000 in total prizes awarded, over 4.5 million tickets were entered, of which 4.3 million were scanned (approximately 96 percent) and over 202,000 were manually entered.

### **Holiday Promotion Comparison**

Product Manager Aiello provided a comparison from this year's Scan to Enter Merry and Bright holiday promotion to last year's (2023-2024) "Snow Much Fun" Holiday promotion. He reported that during last year's "Snow Much Fun" promotion, over 2.8 million tickets were entered, of which 484,000 were manually entered and over 2.3 million were scanned (approximately 83 percent). In addition, there were over 23,000 unique players who participated in this promotion. In comparison, this year's "Merry and Bright" Scan to Enter Holiday promotion resulted in over 4.5 million tickets entered, which over 4.3 million were scanned and over 202,000 were manually entered. He emphasized that this accounted for approximately 96 percent of total entries scanned this year as compared to 83 percent scanned last year. In addition, there were over 95,000 unique players who participated in this promotion. He also noted that this year there was a 59 percent increase in entries and a 300 percent increase in unique player participation which he directly attributed to the Mass Lottery app. He explained that last year's Holiday promotion was hosted on the VIP Club which required players to have a registered account and to scan or manually enter their tickets. This year, with the integration of the Mass Lottery app, the process was much more seamless. Once a player registered an account and was KYC verified, they could then simply scan a ticket and be automatically entered into the drawing. He stated that one of the great aspects of it was that whether a player was aware of the promotion or not, they automatically were entered into the drawing.

Product Manager Aiello reported that there were 8,600 new Mass Lottery Player Account registrations during this year's Holiday promotion and this showed that one of the first actions when these new players registered was to enter the Holiday promotion. He emphasized that this Holiday promotion broke records for the number of entries and player participation since it began back in 2017 and described it as a great promotion.

### **Celtics TV Commercial**

Executive Director Bracken asked Creative Director Keith Macri to update the Commission on the new Celtics TV Commercial.

Director Macri stated that the team at the Lottery continuously finds ways to promote the Celtics ticket and described the day of the Celtics shoot as a very exciting day. He shared that the team was able to get three Celtics legends to come to Lottery headquarters to shoot two commercials each, for a

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total of six different commercials. He named the Celtics legends who participated in the shoot as Eddie House, Brian Scalabrine and Cedric Maxwell. Director Macri then played one of the 15-second spots created in-house and using Lottery employees as supporting cast members.

Director Macri relayed that in addition, on the day of the shoot, a million-dollar winner for the Celtics ticket came in to cash his ticket and agreed to come back the following day to be on camera for an interview. The interview was done in-house in the studio at headquarters complete with confetti, smoke, and the winner holding up the ticket. He concluded that there is now plenty of content to finish up the rest of the NBA year to help sell this ticket.

By popular demand from Treasurer Goldberg, the video was played once again for the Commission.

### **Megabucks Mania Promotion**

Executive Director Bracken asked Draw Games Product Manager Tim Karalexis to update the Commission on the new Megabucks Mania Promotion.

Product Manager Karalexis called the Commission's attention to the meeting materials and reported that playing off the March college basketball tournament, the posters for the new Megabucks Mania promotion are now out in the field. He stated that during this promotion players can score a free Mass Cash Quic Pic with a \$6 purchase of Megabucks on a single ticket. This promotion will run from March 12<sup>th</sup> to March 31<sup>st</sup> and coincides with the March college basketball tournament. He revealed that this was his first promotion as the new Draw Games Manager and he was hopeful for some good results and reporting on some big numbers.

### **Keno 2X Bonus Time Promotion**

Executive Director Bracken next asked Monitor Games Product Manager Kristen Chaput to report on the Keno 2X Bonus Time Promotion.

Product Manager Chaput stated that in continuing with the basketball theme, Keno is going to include a 2X multiplier in addition to the regular 3, 4, 5, and 10X Bonus Multipliers for 16 days during March and into April. She said that players look forward to the additional multipliers and they will have increased chances to multiply their prize during this promotion.

### **Social Media**

#### **MORE WINNING – ORGANIC CONTENT**

Executive Director Bracken asked Social Media Coordinator Jamie Martel to provide an update on the happenings in social media.

Social Media Coordinator Martel stated that the Lottery continues to share “winning content” and more recently, began sharing the smaller wins that the mainstream media doesn't cover. This approach highlights the many prizes awarded every day across the Commonwealth. She called the Commission's attention to the meeting materials that spotlighted Monitor and Draw games saying that the prizes are smaller but “cool” things still happen. She relayed where someone hit \$8,000 five times at a great retail partner's location in Peabody and a question that players often ask is how they

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do it, how did they play, and so the Lottery will explain how that happened. She stated that smaller denomination Instant Tickets where the top prize is hit are also being highlighted and each week for Draw games the Lottery is spotlighting the number of players that are winning a certain threshold of money along with the cities and towns where they're playing.

**Social Media**

**2024 REVIEW – ORGANIC CONTENT**

Social Media Coordinator Martel pointed out the analytics in the meeting materials and reported that the organic content has been up year-over-year with this plan that highlights smaller winnings.

**Mass Lottery/Boston Children's Hospital Blood Drives**

Executive Director Bracken asked Brittany Cotton, HR Business Partner for Employee Engagement, to address the Commission.

Business Partner Cotton introduced herself as the Human Resources Business partner for Employee Engagement at the Massachusetts State Lottery and informed the Commission that she would be presenting on the Lottery's collaboration with the Boston Children's Hospital Blood Mobile. She stated that in recognition of National Blood Donor Month that is held every January, the Lottery hosted two blood drives. One at the Dorchester headquarters and a second one at the Braintree regional office. This year, the Lottery reached out to the neighbors in each regional area to promote the blood drives and to boost community involvement. She reported on a total of 77 participants who signed up for the blood drives and had 56 successful blood donors. She described the staff on the blood mobile as welcoming and each participant received refreshments and a sweatshirt for taking the time out of their day to strengthen the local community by providing safe and accessible lifesaving blood products. Due to the success of the event as it relates to employee and community involvement and engagement, the Lottery will be hosting another round of blood drives later this year.

**IV. 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 Nina Liang 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; General Counsel Suleyken Walker: yes; Commissioner Meghan Liddy: yes; Commissioner Nina Liang: yes; and Treasurer Goldberg: yes. The Motion carried.

The Commission meeting adjourned at 10:51 a.m.

**List of Documents and Exhibits Used:**

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