

# MASSACHUSETTS STATE LOTTERY COMMISSION

MAY 2022 COMMISSION MEETING

DEBORAH B. GOLDBERG, CHAIR  
TREASURER AND RECEIVER GENERAL

TERRENCE REIDY  
SECRETARY OF PUBLIC SAFETY

MEGHAN S. LIDDY  
COMMISSIONER

WILLIAM J. MCNAMARA  
COMPTROLLER

MARK WILLIAM BRACKEN  
INTERIM EXECUTIVE DIRECTOR  
MAY 31, 2022

# *Massachusetts State Lottery Commission*

*150 Mount Vernon Street  
Dorchester, MA 02125*

*Tel: (781) 849-5555*

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## **NOTICE OF MEETING AND AGENDA**

In accordance with G.L. c. 30A, §§ 18-25, 940 CMR 29.03, and Chapter 22 of the Acts of 2022, notice is hereby given of a meeting of the Massachusetts State Lottery Commission to be held remotely at the following time:

**Tuesday, May 31, 2022  
10:30 a.m.**

### **Conference Call Meeting with Screen Sharing/Presentation**

This meeting is open to the public. To access, please contact the Lottery at (857) 208-8030 or via email at [jgoggin@masslottery.com](mailto:jgoggin@masslottery.com) and you will be provided with a Phone Number and Conference ID and/or link.

- I. Opening of Meeting**
- II. Approval of Minutes from April 26, 2022**
- III. Executive Director's Report**
- IV. Advertising Presentation by Full Contact**
- V. Matters Requiring Approval of the Massachusetts State Lottery Commission**

**VOTE (1):** For the reasons set forth in the attached memorandum dated May 11, 2022, the Executive Director is authorized to expend up to twenty-four millions dollars (\$24,000,000.00) in Fiscal Year 2023 for the Massachusetts State Lottery Commission's contracts for instant tickets, game designs, and marketing services with the following firms:

IGT Global Solutions Corporation  
10 Memorial Blvd.  
Providence, RI 02903

Pollard Banknote Limited  
140 Otter Street  
Winnipeg, Manitoba, R3T 0MB

Scientific Games International, Inc.  
1500 Bluegrass Lakes Pkwy.  
Alpharetta, GA 30004

This original award was made pursuant a competitive bid process (RFR LOT # 2101).

**VOTE (2):** For the reasons set forth in the attached memorandum dated May 11, 2022, the Executive Director is authorized to expend up to five million dollars (\$5,000,000.00) in Fiscal Year 2023, subject to legislative appropriation, for the Massachusetts State Lottery Commission's contracts for advertising services with:

Full Contact  
186 Lincoln Street, Floor 7  
Boston, MA 02081

This original award was made pursuant a competitive bid process (RFR LOT # 2006).

**VOTE (3):** For the reasons set forth in the attached memorandum dated May 17, 2022, the Executive Director is authorized to enter into three-year contracts with the below vendors to purchase bet slips:

PAP Technologies, Inc.  
200 Centerville Road  
Lancaster, PA 17603

Total Business Systems, Inc. d/b/a Deluxe Data Printers  
30800 Montpelier  
Madison Heights, MI 48071

RMF Printing Technologies, Inc.  
50 Pearl Street  
Lancaster, NY 14086

This award is made pursuant to a competitive bid process (RFR LOT # 2205).

The aggregate maximum obligation assumed hereunder for these three-year contracts shall not exceed one million, eight hundred thousand dollars (\$1,800,000.00). The terms of these contracts may be extended for two (2) additional one-year periods.

**VOTE (4):** For the reasons set forth in the attached memorandum dated May 17, 2022, the Executive Director is authorized to enter into three-year contracts with the below vendors to purchase thermal roll ticket stock:

PAP Technologies, Inc.  
200 Centerville Road  
Lancaster, PA 17603

Total Business Systems, Inc. d/b/a Deluxe Data Printers  
30800 Montpelier  
Madison Heights, MI 48071

RMF Printing Technologies, Inc.  
50 Pearl Street  
Lancaster, NY 14086

This award is made pursuant to a competitive bid process (RFR LOT # 2205).

The aggregate maximum obligation assumed hereunder for these three-year contracts shall not exceed nine million, three hundred thousand dollars (\$9,300,000.00). The terms of these contracts may be extended for two (2) additional one-year periods.

**VOTE (5):** For the reasons set forth in the attached memorandum dated May 23, 2022, the Executive Director is authorized to renew, for a one-year period, CheckPoint firewall maintenance and related support services from:

IntraSystems, Inc.  
35 Braintree Hill Office Park, Suite 302  
Braintree, MA 02184

This award is made pursuant to statewide contract ITC73.

The total maximum obligation for these services during Fiscal Year 2023 shall not exceed one hundred eighty thousand dollars (\$180,000.00).

**VOTE (6):** For the reasons set forth in the attached memorandum dated May 23, 2022, the Executive Director is authorized to enter into contracts with vendors qualified pursuant to RFQ LOT # 2204 to purchase Parts and Repair Services to support the Lottery's inventory of terminals, equipment, and associated peripherals that are deployed to Sales Agents across the Commonwealth.

These awards will be made pursuant to a competitive bid process (RFQ LOT # 2204 – Bid # 22-8-1 and RFQ LOT # 2204– Bid # 22-9-1).

The aggregate maximum obligation for these contracts during Fiscal Years 2023-2025 shall not exceed three million dollars (\$3,000,000.00).

**VOTE (7):** For the reasons set forth in the attached memorandum dated May 23, 2022, the Executive Director is authorized to continue to utilize Heroku services through Carahsoft Technology Corporation, from Salesforce.com, Inc. pursuant to statewide contract ITS60: Cloud Solutions to ensure proper support of the Lottery's digital environment.

The total maximum obligation for these services during the period of June 30, 2022 through June 29, 2023 shall not exceed one hundred ninety thousand dollars (\$190,000.00).

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

**VII. Executive Session**

Purpose 6 of G.L. c. 30A, sec. 21: to consider the purchase, exchange, lease or value of real property.

**Date Posted to Website: Wednesday, May 25, 2022 prior to 5:00 p.m.**



Supporting the 351 Cities and Towns of Massachusetts  
Visit our Web Site: [www.masslottery.com](http://www.masslottery.com)

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MASSACHUSETTS STATE LOTTERY COMMISSION

**APPROVAL OF MINUTES  
FROM  
April 26, 2022**

**Massachusetts State Lottery Commission  
Draft/Unofficial Minutes for 04/26/2022 Meeting**

*Massachusetts State Lottery Commission*

150 Mount Vernon Street, Suite 300

Dorchester, Massachusetts 02125

Tel: (781) 849-5555

Fax: (781) 849-5546

TTY: (781) 849-5678

**Draft/Unofficial Meeting Minutes**

DATE: Tuesday, April 26, 2022

TIME: 10:30 a.m.

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

MEMBERS PRESENT: Deborah Goldberg, Treasurer and Receiver General  
William J. McNamara, Comptroller  
Arielle Mullaney, Assistant General Counsel, Executive Office of Public Safety and Security, designee of Secretary Terrence Reidy

MEMBERS ABSENT Commissioner Meghan Liddy

ALSO PRESENT: Mark William Bracken, Interim Executive Director, Lottery  
Edward Farley, Chief Marketing Officer, Lottery  
David Falcone, Chief Operating Officer, Lottery  
Gregory Polin, Assistant Executive Director and General Counsel, Lottery  
Didier Bertola, Assistant Executive Director, Chief Financial Officer, Lottery  
Thomas Cream, Assistant Executive Director of IT, Lottery  
Matthew DiFrancesco, Assistant Executive Director, Operations, Lottery  
Christian Teja, Assistant Executive Director, Communications, Lottery  
Thomas Aiello, Manager, Product and Promotional Development, Instant Tickets, Lottery  
Liz Giffen, Assistant Executive Director, Digital Operations, Lottery  
Julie Goggin, HR/Legal Assistant, Lottery  
Juan Di Prado, Assistant Director/Social Media and Communications, Lottery  
Patty Lyons, Customer Service Manager, Lottery  
Lauren Luttrell, Marketing Consultant, Lottery  
Keith Macri, Drawing Studio & Production Content Manager, Lottery  
Jamie Martel, Marketing Specialist, Draw Games, Lottery  
Judy Moore, Senior Executive Assistant, Lottery  
Delwin Dickinson, Assistant Executive Director, Modernization, Innovation and Performance, Lottery  
Michelle Cheney, Agent Drawing Assistant Manager, Marketing, Lottery  
Owen Doherty, Manager, Product and Promotional Development Monitor Games, Marketing, Lottery  
Shane Taylor, Manager, Product and Promotional Development Draw Games, Marketing, Lottery



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Thomas Dougherty, Regional Manager, Lawrence, Lottery  
Steven Martins, Regional Manager, New Bedford, Lottery

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

Jeffrey Shapiro, Esquire, First Deputy Comptroller

Chelsea Turner, Director of Responsible Gambling,  
Massachusetts Council on Gaming and Health

Colin Young, State House News Service

**I. Opening of Meeting**

Treasurer Deborah Goldberg opened the Massachusetts State Lottery Commission (“Commission”) meeting at 10:31 a.m.

Treasurer Goldberg made the following statement:

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

- Comptroller William J. 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 22 of the Acts of 2022.

Commissioners, we are all participating by a conference call. 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 stated:

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“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. Colin Young, State House News Service, also stated that he would be making such a recording today.

**II. Approval of the Minutes from March 29, 2022**

Treasurer Goldberg asked the Commission to accept the minutes from the meeting held on March 29, 2022.

General Counsel Greg Polin stated that there were two points of correction that both relate to member participation. He explained that Comptroller William J. McNamara was identified as being absent but First Deputy First Comptroller Jeffrey Shapiro had participated as his designee and so the final approved minutes should not list Comptroller McNamara as absent. In addition, First Deputy Treasurer James MacDonald was incorrectly listed as being present.

Treasurer Goldberg explicitly stated that Comptroller McNamara and First Deputy Comptroller Shapiro work very closely together and discuss all of the issues ahead of time.

The minutes were amended to remove both Comptroller McNamara being listed as absent and Jim MacDonald being listed as present.

Treasurer Goldberg asked the Commission to accept the amended minutes from the meeting held on March 29, 2022.

Comptroller William McNamara made a motion to accept the amended minutes of the meeting and Assistant General Counsel Arielle Mullaney seconded the motion.

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

The amended minutes were approved at 10:31 a.m.

**III. Executive Director’s Report**

**Lottery Sales Update – March**

Interim Executive Director Mark William Bracken updated the Commission on Lottery figures for March 2022. He reported that the overall unadjusted sales for March 2022 were down \$19.7 million as compared to March 2021. Estimated March 2022 net profit and prize payout figures do not include accruals for prizes won that have not yet been paid. Due to a combination of a \$19.7 million

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decrease in sales for the month, an increase of \$1.4 million in Instant Ticket grand prizes being claimed for the month (\$35 million in March 2022 as compared to \$33.6 million in March 2021), and \$2.1 million multi-state jackpot prize settlement for Mega Millions that was processed in March, the estimated net profit for March 2022 was \$70.9 million as compared to \$82.0 million in March 2021; resulting in an estimated \$11.1 million decrease in net profit. The estimated prize payout for March 2022 was 76.5 percent as compared to 75.48 percent in March 2021.

The estimated FY22 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 \$13.6 million increase in instant ticket grand prize claims (\$260.4 million through the first nine months of FY22 as compared to \$246.8 million through the first nine months of FY21), the estimated year-to-date net profit for the first nine months of FY22 is \$837.9 million as compared to \$837.1 million for the first nine months of FY21. After subtracting a 6-day average net profit figure of \$18.2 million due to a shift in the calendar that resulted in 6 more days being included in the net profit figure for the first nine months of FY22, the adjusted year-over-year change for the first nine months of FY22 versus the first nine months of FY21 is an estimated \$17.4 million decrease in net profit. The estimated year-to-date prize payout for the first nine months of FY22 is 73.85 percent as compared to 73.16 percent for the first nine months of FY21.

Interim Executive Director Bracken provided a March 2022 sales breakdown. He reported that Keno sales were up \$6.2 million, Lucky for Life sales were up \$1.5 million (seven drawings a week in 2022 as compared to two drawings a week in 2021), Powerball sales were up \$578,304 (high jackpot of \$206 million as compared to \$235.4 million in March 2021; addition of Monday drawings effective August 23, 2021), All or Nothing sales were up \$109,635, and Megabucks Doubler sales were up \$81,760 (high jackpot of \$9.3 million as compared to \$10 million in March 2021).

In comparison to March of 2021, Instant Ticket sales were down \$23.5 million, The Numbers Game sales were down \$2.2 million, Mega Millions sales were down \$1.6 million (high jackpot of \$126 million as compared to \$152 million in March 2021), and Mass Cash sales were down \$858,841.

**Five Year Comparison Chart**

Interim Executive Director Bracken presented a five-year comparison chart showing the prize payout as a percentage of the Lottery's sales from the last five years. He stated that the high prize payout of 73.9 percent is the second highest prize payout during the 5-year span. The only higher prize payout average was 74 percent during the first fiscal month of this current year. Interim Executive Director Bracken commented that although the prize payout is affecting the net profit, this is good news for the players.

**Gross Sales Results –March Sales**

Interim Executive Director Bracken discussed the Gross Sales Results for March FY22 versus March FY21 Unadjusted Non-Fiscal Year. He reported that Instant Tickets, Mega Millions, Mass Cash and The Numbers Game experienced a decrease. Powerball, Keno, All or Nothing, Lucky for Life and Megabucks Doubler all showed an increase in sales. This accounts for a decrease of \$19.7 million.

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Reporting on year-to-date FY22 versus FY21 Unadjusted Non-Fiscal Year, Interim Executive Director Bracken announced that year to-date sales are similar to month-to-month figures where Instant Tickets, Mega Millions, Mass Cash, Megabucks Doubler and The Numbers Game sales were down. Powerball, Lucky for Life, and Keno performed well with strong increases over the previous fiscal year. All or Nothing showed a modest increase. Overall sales for FY22 were up \$99 million.

**\$50,000 Jumbo Bucks Instant Ticket**

Interim Executive Director Bracken asked Chief Marketing Officer Edward Farley and his team to walk the Commission through the next few marketing slides showing some of the exciting things that have been happening, including an update on the \$50,000 Jumbo Bucks Instant Ticket.

Chief Marketing Officer Farley thanked Interim Executive Director Bracken and announced that the \$50,000 Jumbo Bucks Instant Ticket has been extremely successful since its launch on March 18. These large tickets, called Gigantix Tickets, were continually tested and examined by the marketing team during the past few years, but until now, there was never really the right time, concept, or theme. Where the Lottery is celebrating its 50<sup>th</sup> anniversary, the team contacted Scientific Games (SciGames) to explore a “50” theme. Chief Marketing Officer Farley revealed that the Lottery had done a 40<sup>th</sup> Instant Ticket that didn’t do all that well in the marketplace and so it was decided to stay away from an anniversary ticket but still keep a “50” theme. It’s not only the size that differentiates itself from other \$10.00 price point tickets, but also the prize payout structure. Chief Marketing Officer Farley explained that it’s the same prize payout, but it’s loaded with \$50 winners, and this is the first \$10 ticket with a no break even and a minimum of prize of \$50. It is also the first \$10 ticket done with a top prize of \$50,000.

Chief Marketing Officer Farley introduced the Product Manager for Instant Tickets, Tom Aiello, to provide a sales update and to report on the highlights of this ticket since its launch.

Product Manager Aiello shared an updated slide and reported sales of \$60.3 million for the 5-plus weeks that the \$50,000 Jumbo Bucks ticket has been on the market. He stated that 75 percent of total game inventory has been sold and all remaining inventory has been distributed out of the warehouse since April 19<sup>th</sup>, which was roughly a month after its launch. Sales in the first full week was \$13.9 million, which is the highest single week sales total of any ticket this fiscal year.

**April Instant Ticket Launch**

Product Manager Aiello reported on the April 19<sup>th</sup> Instant Ticket launch revealing a \$5 game — \$1,000,000 Cash, with a top prize of \$1,000,000. He stated that this is a scratch my back ticket with twelve chances to win on the front and four additional chances on the back. Also released was \$4,000,000 Mayhem, which is printed on fluorescent paper with a top prize of \$4,000,000 and over \$129,000,000 in prizes. In addition, the April release included \$15,000,000 Money Maker, which is printed on foil with a price point of \$30. This is the first \$30 ticket with a no break even prize and all winning tickets total \$40.00 or more with a top prize of \$15,000,000 and the best chance in Lottery history to win \$500 and \$100. Project Manager Aiello stated that there was a strategic marketing and sales decision to not launch a \$1 and \$2 price point ticket due to sufficient inventory in the warehouse and within the field.

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**Instant Ticket Agent Incentive**

Product Manager Aiello reported on the Instant Ticket Agent Incentive which started on the same day as the launch of the April Instant Tickets. From April 19 to June 25, agents will earn entries into a drawing for cash prizes with every book of Instant Tickets settled. The number of entries earned for each settled book varies by price point. He stated that there will be two drawings offering \$200,000 in total available prizes with 430 winners and a top prize of \$5,000. The goal for the agent incentives is to motivate agents to stay engaged and informed about the new Instant Ticket launches and to help stimulate sales.

Interim Executive Director Bracken and Chief Marketing Officer Farley thanked Project Manager Aiello for his presentation.

**“Play the Keno 5-Spot” Promotion**

Chief Marketing Officer Farley stated that an upgrade in the Lottery’s gaming system has given the opportunity to create promotions within the gaming system. In keeping with a “50” theme, the Lottery will be offering a promotion that will begin on May 22 and run through June 4. He asked Monitor Game Project Manager Owen Doherty to elaborate on this next promotion and why it will appeal to Keno players.

Project Manager Doherty revealed that this is a new type of promotion for the Lottery. \$50 dollars will be added to the top prize in the Keno 5-Spot game. Keno 5-Spot is when a player plays 5 numbers in Keno and during this promotion, the top prize will go from \$450 to \$500. The 5-Spot game is the most popular way to play Keno and in some months it accounts for one-third of all Keno sales. This promotion is directed towards the core customer and the \$500 amount is an attractive prize for Lottery players. Project Manager Doherty stated that the goal is to entice more players to play the 5-Spot and also to create a lot of winners.

Chief Marketing Officer Farley thanked Project Manager Doherty for his presentation and added that the Lottery will be supporting this promotion with both organic and paid social media. He promised a recap back to the Commission at the conclusion of promotion.

**Mobile App Advertising Campaign Results**

Chief Marketing Officer Farley asked Assistant Executive Director of Digital Operations Liz Giffen to report on the results of the Mobile App Advertising Campaign.

Assistant Executive Director Giffen revealed that during the end of February and the month of March, she and the marketing team worked closely with the Lottery’s advertising agency, Full Contact, to run a month-long campaign to promote the Lottery’s mobile app. Assistant Executive Director Giffen was pleased to report a positive impact on several key metrics during this campaign.

Assistant Executive Director Giffen reported that during March, the Lottery had its second highest month for overall account registrations bringing in 8,700 new players, which she described as significant and the second highest behind January 2022. In addition, there was a 29 percent increase in mobile claims for winning tickets between \$601 to \$5,000, making it the second highest month for total mobile claims since the launch of the program in September 2021, with a total of 3,148 mobile claims.

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Assistant Executive Director Giffen presented a chart showing a daily average comparison between January, which was the highest month for app downloads, and the February-March timeline of the campaign. She reported that during the month January, the daily average was at about 600, followed by a lull heading into February and beginning on February 22, there was a 77 percent increase as the campaign kicked off. She highlighted that these numbers show just how much marketing can do for both to the app downloads as well as to the mobile cashing program.

Assistant Executive Director Giffen reported on an all-time high of 18,486 mobile downloads during March and she noted that this seemed to be continuing into April. In addition, active app users increased by 13 percent, an all-time high during the month of March. Assistant Executive Director Giffen reported that the app store ratings remain steady at 4.8 per iOS and 4.7 for android, which she believed to be an industry high.

Interim Executive Director Bracken thanked Assistant Executive Director Giffen and noted that in addition to the number of downloads and users, it's also important to show the actual usage and claiming process. He reported that just under 33,000 of eligible scanning tickets have been scanned and of those 33,000, 16,500 of those tickets have been cashed using the mobile app. Last week the Lottery broke the \$20,000,000 barrier with \$21,699,000 being paid out with the mobile app. Currently, the Lottery is averaging around 17 to 18 percent of tickets with a prize value of \$601 to \$5,000 being cashed using the mobile app. He concluded that moving forward, the Lottery will determine how to convert the 50 percent of those users who are scanning the ticket but choosing to go to a claims center instead of cashing the ticket using the app.

**April 6, 2022 – 50<sup>th</sup> Anniversary of First Drawing**

Chief Marketing Officer Farley reminded the Commission that on April 6<sup>th</sup>, the Lottery commemorated the 50<sup>th</sup> anniversary of the Massachusetts State Lottery when the first ticket was sold. He extended credit to Assistant Director of Stakeholder Engagement Sheila Capone-Wulsin and Assistant Executive Director Christian Teja for heading up the 50<sup>th</sup> Anniversary effort. He presented visuals of the Leonard P. Zakim bridge that was lit in Lottery colors, blue and white. He credited Assistant Executive Director Christian Teja for his idea in maximizing the Lottery's sponsorship agreements with the Bruins who showcased the Lottery's 50<sup>th</sup> Anniversary message on the TD Bank North's outside marquee.

Chief Marketing Officer Farley reported that in addition to the lighting of the Zakim bridge, Lottery colors were also used to light up the Massachusetts's Longfellow bridge. He also highlighted the electronic billboard on route 93 in Boston at the IBEW in Dorchester who donated the space for the anniversary on April 6<sup>th</sup>.

Interim Executive Director Bracken mentioned that these are just a few examples of the statewide displays that were showcased across the Commonwealth. He noted that other bridges were lit up in Quincy, Worcester, and New Bedford, as well as other signs and dedications that occurred on April 6<sup>th</sup>.

**Social Media**

Chief Marketing Officer Farley announced that on April 22<sup>nd</sup>, the Lottery was nominated for two New England Emmy awards for writing and cinematography. Considering the infancy of the

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Lottery's production studio, Chief Marketing Officer Farley described this as quite an accomplishment. He introduced Drawing Studio and Production Content Manager Keith Macri and asked him to report on the importance of the New England Emmys and to explain some of the organic content that the Lottery has been able to create in-house.

Production Manager Macri reported that the significance Emmys speak for themselves and in addition to the national Emmys, there are regional chapters throughout the entire country in locations such as Miami, New England, Los Angeles, and New York. He stated that this recognition means that the Lottery is among the best in all of New England in terms of production quality. He reiterated that these productions are all being done in-house, using in-house equipment and talent and are put together to perform at the same level as the Boston Red Sox, the Boston Bruins, and the biggest advertising agencies within the Commonwealth. Production Manager Macri stated that it is a great credit to the Lottery to be nominated in such a short period of time and is excited about the potential of where the Lottery can go using its internal content.

Social Media Assistant Director Media Juan Di Prado reported on some of the organic posts being released and elaborated on the recent 50<sup>th</sup> Anniversary post released using social media. He explained that the Lottery created a content segment within social media to show specific aspects and contributions that the Lottery has done throughout the last 50 years. Assistant Director Di Prado reported on a visual content that was created for the April 6<sup>th</sup> anniversary which highlighted the first drawing done at Faneuil Hall featuring Miss Massachusetts 1971 Deborah Ann O'Brien and the history to go along with it. Assistant Director Di Prado stated that he believed this post brought about many emotional connections and resonated with both long-time players as well as with younger players. He relayed two specific comments regarding this piece that were posted on social media. One post commented that on that day of the first drawing, the poster had been sitting in the crowd and that they still had the green admission ticket. For that person, the emotional connection was being taken back to that specific moment in time when the Lottery had its first drawing. Another post commented that their grandfather won \$500,000 in the Big Money game in the '70's. For this person, who is younger in age, it triggered the emotional longtime connection of his family playing the Lottery and in this case, being successful at playing the Lottery. This post had over 13,000 people reached and close to 400 people who engaged in the post. He concluded that this speaks a lot about the Lottery within the community and the long-time history that the Lottery has created for the people who live in the cities and towns.

Assistant Director Di Prado asked Production Manager Macri to show and explain his vision for the recent video done for the Hit 50 promotion. Production Manager Macri explained that with any piece of content that is created, the Lottery concentrates on two things; information first, and how to present it in an entertaining way, second. Since Hit 50 video is relative to the history of the last 50 years, it was created to capture the type of throwback genre using the old '80's and '90's infomercial type videos as well as informing people on how to participate in the Hit 50 promotion. Production Manager Macri then showed the video to the Commission.

Production Manager Macri commented that the video has been viewed for ten hours on the Lottery's YouTube channel and added that hopefully the entertainment value enticed people to sit a little longer through it. Chief Marketing Officer Farley remarked that this was a fun way to promote the Hit 50 promotion in terms of how-to.

Chief Marketing Officer Farley stated that the new Instant Tickets that were launched last week were featured in another commercial and asked Production Manager Macri to elaborate on that production. Production Manager Macri explained that he and Assistant Drawing Studio Manager Geoff Filleti have been working during the past year with Product Manager Aiello to create more

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content around the launch of new Instant Tickets with short teasers before the launch and a video on the day of the launch that is a little more robust and fun. He reiterated that the content aims to inform the audience to get the key information out and have it done in a fun and entertaining way. Production Manager Macri added that the next video featured Lottery Executive Assistant Judy Moore and is a great example of maximizing the resources within the Lottery. The production was done completely in-house, using Lottery employees as well as filming at a flower shop in Quincy which also brought the Lottery out into the community. This was all done at no cost and is an example of how the Lottery is maximizing its resources. Production Manager Macri then showed the video to the Commission.

Chief Marketing Officer Farley stressed to the Commission that the Lottery has a rather low advertising budget compared to counterparts in other states. In an effort to modernize the Lottery over the past several years, it was a deliberate decision to take each and every job description and maximize it to its fullest potential. He added that these types of things could not have been done 7 or 8 years ago and gave credit to the Lottery's advertising agency Full Contact but to outsource the production of one of these types of videos would cost hundreds of thousands of dollars. He added that these in-house videos have been a great supplement to the Lottery's partnership with Full Contact and in the end, it's all about creating and maintaining engaging content on social media platforms.

Production Manager Macri reported on the astounding number in terms of production views received over the past year. He stated that there are two key pieces of information that shows that these types of productions are going in the right direction. Over the past 12 months, 46 videos have been created in-house and they have generated over 430 million views. In addition, over the past 12 months, the Lottery's YouTube Channel has grown 20 percent. He added that YouTube is a great platform that people are willing to spend time on and dedicating more resources to build out that channel with more robust content is a vehicle that could really help the market in different ways.

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

**VOTE (1):** For the reasons set forth in the attached memorandum dated April 14, 2022, the Executive Director is authorized to utilize the below vendors for the provision of electrical services at Lottery facilities:

**National Grid**  
40 Sylvan Rd  
Waltham, MA 02451

**NSTAR DBA Eversource**  
247 Station Drive  
Westwood, MA 02090

The aggregate maximum obligation assumed hereunder for these services in Fiscal Year 2022 shall not exceed one hundred eighty thousand dollars (\$180,000.00).

Assistant General Counsel Arielle Mullaney made a motion to authorize the Executive Director to utilize these vendors and Comptroller William McNamara seconded the motion.

Interim Executive Director Bracken stated that the Lottery's electrical services in Lawrence, West Springfield, Canton, and Norwell, are not included in the leases. During last fiscal year, the overall payment was under \$150,000 so it was not necessary to come for an approval. Due to rising energy



**Massachusetts State Lottery Commission  
Draft/Unofficial Minutes for 04/26/2022 Meeting**

costs, and with the move into Lawrence early of last year, the cost is estimated to be at about \$180,000 and that is the reason for this vote today.

Treasurer Goldberg asked that minus the cost for Lawrence, would there be a way to anticipate how much the increases would be over last year. Chief Financial Officer Didier Bertola explained that the Lottery did pay utility costs when headquarters was in Braintree, which were about \$450,000-\$500,000. When headquarters moved away from Braintree and into Dorchester and with the new Braintree location, the Lottery included those utilities into the lease payments.

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

**VI. 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. Comptroller William McNamara moved to adjourn and Assistant General Counsel Arielle Mullaney seconded the motion.

Comptroller William McNamara: yes; Assistant General Counsel Arielle Mullaney: yes; and Treasurer Goldberg: yes. The Motion carried.

Treasurer Goldberg thanked the members of the marketing team and stated that it was a delight to have them on the call and added that during the 50<sup>th</sup> Anniversary on April 6<sup>th</sup>, the Lottery celebrated all of its employees because without them, none of this would be possible. It is their commitment to their communities and public service.

The Commission meeting adjourned at 11:16 a.m.

**List of Documents and Exhibits Used:**

- MSLC April 2022 Commission Meeting Book
- MSLC Meeting Executive Director's Report, April 26, 2022

**MATTERS REQUIRING  
APPROVAL OF THE  
MASSACHUSETTS STATE  
LOTTERY COMMISSION**

VOTE: For the reasons set forth in the attached memorandum dated May 11, 2022, the Executive Director is authorized to expend up to twenty-four millions dollars (\$24,000,000.00) in Fiscal Year 2023 for the Massachusetts State Lottery Commission's contracts for instant tickets, game designs, and marketing services with the following firms:

IGT Global Solutions Corporation  
10 Memorial Blvd.  
Providence, RI 02903

Pollard Banknote Limited  
140 Otter Street  
Winnipeg, Manitoba, R3T 0MB

Scientific Games International, Inc.  
1500 Bluegrass Lakes Pkwy.  
Alpharetta, GA 30004

This original award was made pursuant a competitive bid process (RFR LOT # 2101).

Dated: May 31, 2022

## MEMORANDUM

To: Mark William Bracken, Interim Executive Director

From: Edward Farley, Chief Marketing Officer

Copy to: Greg Polin, General Counsel

Date: May 11, 2022

RE: RFR LOT # 2101 – Instant Tickets, Game Designs and Marketing Services

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On August 25, 2020, in accordance with a competitive bid process (RFR LOT # 2101), the Commission voted to authorize the Executive Director to enter into three (3) separate five-year contracts, each with two (2) one-year extension options, with IGT Global Solutions Corporation, Pollard Banknote, Ltd. and Scientific Games International, Inc. The maximum obligation for the five-year period was set at eighty-five million dollars (\$85,000,000.00).

We now approach the Commission to request a total maximum obligation of twenty-four million dollars (\$24,000,000.00) to be spent to develop, produce, and market instant tickets with the above-mentioned vendors in FY2023.

Respectfully,

Edward J. Farley  
Chief Marketing Officer, MSLC

VOTE: For the reasons set forth in the attached memorandum dated May 11, 2022, the Executive Director is authorized to expend up to five million dollars (\$5,000,000.00) in Fiscal Year 2023, subject to legislative appropriation, for the Massachusetts State Lottery Commission's contracts for advertising services with:

Full Contact  
186 Lincoln Street, Floor 7  
Boston, MA 02081

This original award was made pursuant a competitive bid process (RFR LOT # 2006).

Dated: May 31, 2022

## MEMORANDUM

To: Mark William Bracken, Interim Executive Director

From: Edward Farley, Chief Marketing Officer

Copy to: Greg Polin, General Counsel

Date: May 11, 2022

RE: RFR LOT # 2006 – Advertising Services

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On May 17, 2021, in accordance with a competitive bid process (RFR LOT # 2006), the Commission voted to authorize the Executive Director to enter into a three-year contract, with two (2) one (1) year extension options, for the provision of Advertising Services with:

Full Contact.  
186 Lincoln Street, Floor 7  
Boston, MA 02081

This contract is annually funded through the Lottery's Advertising line item (0640-0010) and through the Lottery's Monitor Game line item (0640-0005). Funding for year one of the current contract will expire on June 30, 2022.

Accordingly, we request that the Commission set the maximum obligation for the Advertising Services contract with Full Contact for July 1, 2022 through June 30, 2023 (FY 2023) at \$5,000,000.00.

This request is contingent on funding.

Respectfully,

Edward J. Farley  
Chief Marketing Officer, MSLC

VOTE: For the reasons set forth in the attached memorandum dated May 17, 2022, the Executive Director is authorized to enter into three-year contracts with the below vendors to purchase bet slips:

PAP Technologies, Inc.  
200 Centerville Road  
Lancaster, PA 17603

Total Business Systems, Inc. d/b/a Deluxe Data Printers  
30800 Montpelier  
Madison Heights, MI 48071

RMF Printing Technologies, Inc.  
50 Pearl Street  
Lancaster, NY 14086

This award is made pursuant to a competitive bid process (RFR LOT # 2205).

The aggregate maximum obligation assumed hereunder for these three-year contracts shall not exceed one million, eight hundred thousand dollars (\$1,800,000.00). The terms of these contracts may be extended for two (2) additional one-year periods.

Dated: May 31, 2022

## MEMORANDUM

To: Mark William Bracken, Executive Director

From: Matthew DiFrancesco, Assistant Executive Director of Operations

CC: Greg Polin, General Counsel

Date: May 17, 2022

Ref: RFR 2205 Lottery Bet Slips

On February 24, 2022, the Massachusetts State Lottery (“Lottery”) issued RFR 2205 to purchase bet slips for use with the Lottery betting terminals as part of its wagering system. Included in this bid were ten (10) types of bet slips used in the Lottery’s on-line terminals: Numbers Game 1&2; Numbers Game 3&4; 7 Day Mass Cash; Keno; Mega Millions with Megaplier; Megabucks Doubler; Lucky for Life; All or Nothing; Power Ball; and Wheel of Luck.

Lottery bet slips are a very complex printing job. The paper used for the bet slips have many very critical Optical Character Recognition requirements that must be met. In essence, the paper, inks, registration, etc., must be exactly right for the bet slips to align and read properly through the on-line terminals. Because the daily usage of bet slips is so large, any problems, such as readability or proper computer registration could result in major betting problems statewide. As a result, each shipment of bet slips we receive is quality control tested through on-line terminals located in the Lottery’s Braintree facility to insure the quality level desired.

The intent of this procurement is to award at a minimum three contracts for bet slips. Since the supply of bet slips is critical, three vendors are used to insure against any potential interruption in supply and to insure adequate production capacity in times of heavy demand. We have had delivery problems in the past and need the additional capacity provided by a third vendor. The supply of bet slips must be maintained and the additional vendors assures that the supply is maintained.

On or before April 7, 2022, three bids were received in response to RFR 2205. All three bids met all the mandatory requirements. A Procurement Summary for RFR 2205, which is attached hereto, highlights the scoring results by vendor. It is the Lottery’s intention to have all three vendors under contract. This will be a three year contract with two one-year renewable options. MSLC is seeking permission to contract with:

- PAP Technologies, Inc.  
200 Centerville Road  
Lancaster, PA 17603



- RMF Printing Technologies  
50 Pearl Street  
Lancaster, NY 14086
- Total Business Systems Inc. dba Deluxe Data Printers  
30800 Montpelier  
Madison Heights, MI 48071

It is recommended that the Lottery be authorized to enter into contracts with the above vendors to purchase bet slips. Using current fiscal year spending as a guideline, the Lottery requests the Commission authorize an aggregate maximum obligation of one million, eight hundred thousand dollars (\$1,800,000.00) for the initial three-year contract period.



## **BET SLIPS AND THERMAL PAPER**

REQUEST FOR RESPONSE LOT# 2205  
COMMBUYS BID: BD-22-1062-LOT-LOTDO-71457

### **PROCUREMENT SUMMARY**

The following constitutes a summary of the process for selecting the proposed candidate(s) for the Bet Slips and Thermal Paper Request for Response (“RFR”). Based on the RFR criteria, the Procurement Management Team (“PMT”) is recommending that the Massachusetts State Lottery Commission (“MSLC”) contracts with PAP Technologies, Inc., RMF Printing Technologies, and Total Business Systems Inc. dba Deluxe Data Printers<sup>1</sup> for the goods and services requested.

### ***STATEMENT OF PURPOSE***

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The Massachusetts State Lottery Commission issued an RFR with the intention to enter into a contractual agreement for Bet Slips and Thermal Paper. The MSLC intended the awarded vendor(s) to provide bet slips and/or thermal paper for use with Lottery betting terminals as part of the MSLC wagering system. The RFR was issued with two categories, where Bidders were encouraged to submit proposals for one or both categories:

- **Category I. Bet Slips** – This includes the format, paper stock, printing, packaging and delivery of the bet slips.
- **Category II. Thermal Paper** – This includes the format, paper stock, printing, packaging and delivery of the thermal roll ticket stock.

### ***RFR PROCUREMENT MANAGEMENT TEAM***

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A Procurement Management Team was established and consisted of members across Lottery departments who were familiar with the contract requirements and operational needs.

The voting members of the PMT consisted of the following Lottery employees: Kevin O’Connell, Franklin Carreiro, Mark Gianelis, Rick Sales, and Joe Silvestro. Additional Lottery members served in an advisory role representing Procurement, Lee Conroy, Finance, Didier Bertola and Legal, Greg Polin and were non-voting participants, additional support was also provided by Spencer Greer, procurement.

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<sup>1</sup> The list of bidders is in alphabetical order throughout the document. The order does not reflect, in any way, suggestions or recommendations for distribution of business.



## ***RFR SPECIFICATIONS***

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The PMT worked to develop the necessary specifications and identified the key performance indicators required to ensure a successful RFR process. These conditions were structured to create a standard by which Bidders would be evaluated. For Category I – Bet Slips, these elements included format, paper stock, printing, and packaging. For Category II – Thermal Paper, these elements included physical and printing specifications, and packaging and delivery. PMT meetings were held weekly until the RFR and associated bid documents were finalized and ready for release.

The RFR for Bet Slips and Thermal Paper was posted on the Commonwealth’s Procurement System, COMMBUYS on February 24, 2022. An opportunity for Bidder questions and answers was provided during the posting period.

The Bidder submission deadline was April 7, 2022 by 10:00 A.M.

## ***RFR RESPONSES AND EVALUATION***

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The MSLC received three (3) responses by the required deadline.

Bidders included:

- PAP Technologies, Inc. (“PAP”)
- RMF Printing Technologies (“RMF”)
- Total Business Systems Inc. dba Deluxe Data Printers (“DDP”)

All Bidder’s submitted responses for both Categories.

The overall scoring breakdown is as follows:

Category	Maximum Score
Specifications	60%
Invest in Massachusetts	5%
Supplier Diversity Program	10%
Cost	25%
<b>Total</b>	<b>100%</b>

The Phase I review pertained to whether the responses met the legal and administrative requirements as set forth in the RFR. The MSLC further required that the bidders be in business for a minimum of three (3) years within the industry and provide certifications from at least two paper suppliers of their ability to purchase the necessary supplies (i.e. paper stock). All Bidders advanced to Phase II.



The Phase II technical review assessed each bidder’s business and technical responses as compared to the RFR specifications. These responses were evaluated individually by the PMT members and weighed in relation to a technical score sheet which was established by the PMT prior to the Bidder submission deadline. The technical scoresheet mirrored the RFR to ensure consistency and accuracy when assessing each proposal.

The PMT convened for the technical evaluation and each submission was reviewed to ensure Bidders could meet the requirements set forth by the MSLC in regard to providing bet slips and/or thermal paper and associated services. Bidder samples were also tested to ensure quality and compliance with Lottery specifications.

In accordance with both the Commonwealth’s Operational Services Division (“OSD”) and MSLC policies, the cost proposals remained sealed until technical scoring was complete. The cost proposals were released to the PMT to review individually.

The PMT convened for the cost evaluation to collectively review the Bidder cost tables. Following the initial review, the PMT decided to request a best and final offer (“BAFO”) in regards to overall price in an effort to ensure lowest costs for purchase.

Once the BAFO’s were received and reviewed, it was agreed upon by the PMT that all vendors provided a response and samples that met the Lottery’s requirements. Proposed pricing has increased from the previous contract due to volatile market conditions and supply chain issues. The contract allows for annual pricing assessments based on fluctuating market conditions if needed.

Below is the summary of the Bidders total response scores. The highest achievable score was 100 points.

**Category I.  
Bet Slips**

		<b>DDP</b>	<b>PAP</b>	<b>RMF</b>
	<b>Max Points</b>	<b>Points Awarded</b>	<b>Points Awarded</b>	<b>Points Awarded</b>
<b>Technical</b>	60	55.00	55.00	55.00
<b>SDP</b>	10	1.00	0.00	1.00
<b>Invest In MA</b>	5	0.00	0.00	0.00
<b>Cost</b>	25	9.57	8.63	20.00
<b>Total</b>	<b>100</b>	<b>65.57</b>	<b>63.63</b>	<b>76.00</b>



**Category II.  
Thermal Paper**

		<b>DDP</b>	<b>PAP</b>	<b>RMF</b>
	<b>Max Points</b>	<b>Points Awarded</b>	<b>Points Awarded</b>	<b>Points Awarded</b>
<b>Technical</b>	60	55.00	55.00	55.00
<b>SDP</b>	10	1.00	0.00	1.00
<b>Invest In MA</b>	5	0.00	0.00	0.00
<b>Cost</b>	25	13.77	15.37	20.00
<b>Total</b>	<b>100</b>	<b>69.77</b>	<b>70.37</b>	<b>76.00</b>

***PMT RECOMENDATION***

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Subject to final approval, the PMT voted to recommend the bids from:

- PAP Technologies, Inc.  
200 Centerville Road  
Lancaster PA 17603
- RMF Printing Technologies  
50 Pearl Street  
Lancaster, NY 14086
- Total Business Systems Inc. dba Deluxe Data Printers  
30800 Montpelier  
Madison Heights, MI 48071

These vendor proposals provided the best overall value for the goods and services requested. The PMT's recommendation is based on the overall response to the RFR, ability to provide the product, cost proposal, and total combined score. The PMT is confident these vendors have the capacity, experience, and necessary resources to provide bet slips and thermal paper essential to Lottery operations.

The PMT is requesting that the Executive Director enter into a contract period of three (3) years with the option to extend the contract term for up to two (2) one (1) year periods with all three vendors. The maximum contract term shall not exceed five (5) years.



VOTE: For the reasons set forth in the attached memorandum dated May 17, 2022, the Executive Director is authorized to enter into three-year contracts with the below vendors to purchase thermal roll ticket stock:

PAP Technologies, Inc.  
200 Centerville Road  
Lancaster, PA 17603

Total Business Systems, Inc. d/b/a Deluxe Data Printers  
30800 Montpelier  
Madison Heights, MI 48071

RMF Printing Technologies, Inc.  
50 Pearl Street  
Lancaster, NY 14086

This award is made pursuant to a competitive bid process (RFR LOT # 2205).

The aggregate maximum obligation assumed hereunder for these three-year contracts shall not exceed nine million, three hundred thousand dollars (\$9,300,000.00). The terms of these contracts may be extended for two (2) additional one-year periods.

Dated: May 31, 2022

## MEMORANDUM

To: Mark William Bracken, Executive Director

From: Matthew DiFrancesco, Assistant Executive Director of Operations

CC: Greg Polin, AED General Counsel

Date: May 17, 2022

Ref: RFR 2205 Thermal Roll Ticket Stock

On February 24, 2022, the Massachusetts State Lottery (“Lottery”) issued RFR 2205 to purchase thermal roll ticket stock to supply gaming terminals at our agent locations. This product is used to print the on-line game tickets such as Powerball, Mega Millions, 7 Day Mass Cash, Lucky For Life, Numbers Game 1&2 and 3&4, Mega Millions as well as printing hard copy reports for the Sales Agents.

On or before April 7, 2022, three bids were received in response to RFR 2205. All three bids met all the mandatory requirements. A Procurement Summary for RFR 2205, which is attached hereto, highlights the scoring results by vendor. It is important to note that these are the only vendors that supply this critical item, so it is the Lottery’s best interest to contract with all three vendors. The amount of business that each supplier will receive is dependent upon price and performance.

MSLC is seeking permission to contract with:

- PAP Technologies, Inc.  
200 Centerville Road  
Lancaster, PA 17603
- RMF Printing Technologies  
50 Pearl Street  
Lancaster, NY 14086
- Total Business Systems Inc. dba Deluxe Data Printers  
30800 Montpelier  
Madison Heights, MI 48071

It is recommended that the Lottery be authorized to enter into contracts with the above vendors to purchase thermal roll ticket stock. Using current fiscal year spending as a guideline, the Lottery requests the Commission authorize an aggregate maximum obligation of nine million, three hundred thousand dollars (\$9,300,000.00) for the initial three-year contract period.



## **BET SLIPS AND THERMAL PAPER**

REQUEST FOR RESPONSE LOT# 2205  
COMMBUYS BID: BD-22-1062-LOT-LOTDO-71457

### **PROCUREMENT SUMMARY**

The following constitutes a summary of the process for selecting the proposed candidate(s) for the Bet Slips and Thermal Paper Request for Response (“RFR”). Based on the RFR criteria, the Procurement Management Team (“PMT”) is recommending that the Massachusetts State Lottery Commission (“MSLC”) contracts with PAP Technologies, Inc., RMF Printing Technologies, and Total Business Systems Inc. dba Deluxe Data Printers<sup>1</sup> for the goods and services requested.

#### ***STATEMENT OF PURPOSE***

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The Massachusetts State Lottery Commission issued an RFR with the intention to enter into a contractual agreement for Bet Slips and Thermal Paper. The MSLC intended the awarded vendor(s) to provide bet slips and/or thermal paper for use with Lottery betting terminals as part of the MSLC wagering system. The RFR was issued with two categories, where Bidders were encouraged to submit proposals for one or both categories:

- **Category I. Bet Slips** – This includes the format, paper stock, printing, packaging and delivery of the bet slips.
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#### ***RFR PROCUREMENT MANAGEMENT TEAM***

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A Procurement Management Team was established and consisted of members across Lottery departments who were familiar with the contract requirements and operational needs.

The voting members of the PMT consisted of the following Lottery employees: Kevin O’Connell, Franklin Carreiro, Mark Gianelis, Rick Sales, and Joe Silvestro. Additional Lottery members served in an advisory role representing Procurement, Lee Conroy, Finance, Didier Bertola and Legal, Greg Polin and were non-voting participants, additional support was also provided by Spencer Greer, procurement.

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<sup>1</sup> The list of bidders is in alphabetical order throughout the document. The order does not reflect, in any way, suggestions or recommendations for distribution of business.





## ***RFR SPECIFICATIONS***

---

The PMT worked to develop the necessary specifications and identified the key performance indicators required to ensure a successful RFR process. These conditions were structured to create a standard by which Bidders would be evaluated. For Category I – Bet Slips, these elements included format, paper stock, printing, and packaging. For Category II – Thermal Paper, these elements included physical and printing specifications, and packaging and delivery. PMT meetings were held weekly until the RFR and associated bid documents were finalized and ready for release.

The RFR for Bet Slips and Thermal Paper was posted on the Commonwealth’s Procurement System, COMMBUYS on February 24, 2022. An opportunity for Bidder questions and answers was provided during the posting period.

The Bidder submission deadline was April 7, 2022 by 10:00 A.M.

## ***RFR RESPONSES AND EVALUATION***

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The MSLC received three (3) responses by the required deadline.

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Cost	25%
<b>Total</b>	<b>100%</b>

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The Phase II technical review assessed each bidder’s business and technical responses as compared to the RFR specifications. These responses were evaluated individually by the PMT members and weighed in relation to a technical score sheet which was established by the PMT prior to the Bidder submission deadline. The technical scoresheet mirrored the RFR to ensure consistency and accuracy when assessing each proposal.

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In accordance with both the Commonwealth’s Operational Services Division (“OSD”) and MSLC policies, the cost proposals remained sealed until technical scoring was complete. The cost proposals were released to the PMT to review individually.

The PMT convened for the cost evaluation to collectively review the Bidder cost tables. Following the initial review, the PMT decided to request a best and final offer (“BAFO”) in regards to overall price in an effort to ensure lowest costs for purchase.

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<b>Total</b>	<b>100</b>	<b>65.57</b>	<b>63.63</b>	<b>76.00</b>



**Category II.  
Thermal Paper**

		<b>DDP</b>	<b>PAP</b>	<b>RMF</b>
	<b>Max Points</b>	<b>Points Awarded</b>	<b>Points Awarded</b>	<b>Points Awarded</b>
<b>Technical</b>	60	55.00	55.00	55.00
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<b>Total</b>	<b>100</b>	<b>69.77</b>	<b>70.37</b>	<b>76.00</b>

***PMT RECOMENDATION***

---

Subject to final approval, the PMT voted to recommend the bids from:

- PAP Technologies, Inc.  
200 Centerville Road  
Lancaster PA 17603
- RMF Printing Technologies  
50 Pearl Street  
Lancaster, NY 14086
- Total Business Systems Inc. dba Deluxe Data Printers  
30800 Montpelier  
Madison Heights, MI 48071

These vendor proposals provided the best overall value for the goods and services requested. The PMT's recommendation is based on the overall response to the RFR, ability to provide the product, cost proposal, and total combined score. The PMT is confident these vendors have the capacity, experience, and necessary resources to provide bet slips and thermal paper essential to Lottery operations.

The PMT is requesting that the Executive Director enter into a contract period of three (3) years with the option to extend the contract term for up to two (2) one (1) year periods with all three vendors. The maximum contract term shall not exceed five (5) years.



VOTE: For the reasons set forth in the attached memorandum dated May 23, 2022, the Executive Director is authorized to renew, for a one-year period, CheckPoint firewall maintenance and related support services from:

IntraSystems, Inc.  
35 Braintree Hill Office Park, Suite 302  
Braintree, MA 02184

This award is made pursuant to statewide contract ITC73.

The total maximum obligation for these services during Fiscal Year 2023 shall not exceed one hundred eighty thousand dollars (\$180,000.00).

Dated: May 31, 2022



# Massachusetts State Lottery Commission

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DEBORAH B. GOLDBERG  
*Treasurer and Receiver General*

MARK WILLIAM BRACKEN  
*Interim Executive Director*

**TO:** Mark Bracken, Interim Executive Director

**FROM:** Michael Eagan, AD Modernization, Cybersecurity

**DATE:** May 23, 2022

**Re:** Firewall Renewal Authorization

The Massachusetts State Lottery (“Lottery”) is seeking to renew the CheckPoint firewall maintenance and related support services it receives from IntraSystems, Inc., which provides the Lottery with enterprise-based protection services on its internet facing networks. These services include, but are not limited to, 24 x 7 support, product updates, threat extraction, and data loss prevention.

It is requested that the Massachusetts State Lottery Commission (MSLC) authorize the Executive Director to renew these services for an additional one-year period pursuant to Massachusetts State Contract ITC73 Category 3 for IT Hardware and Services and further authorize a maximum obligation not to exceed \$180,000.00.

The renewal of these services is necessary to maintain the current security posture of the Lottery and to continue providing secure remote access to our workforce. CheckPoint Firewalls play a critical role in our overall security strategy and are a foundational component for maintaining the confidentiality, integrity, and availability of our information systems and data.

Approval of this vote will enable the Lottery to continue operations without any downtime associated to switching to a new system.

VOTE: For the reasons set forth in the attached memorandum dated May 23, 2022, the Executive Director is authorized to enter into contracts with vendors qualified pursuant to RFQ LOT # 2204 to purchase Parts and Repair Services to support the Lottery's inventory of terminals, equipment, and associated peripherals that are deployed to Sales Agents across the Commonwealth.

These awards will be made pursuant to a competitive bid process (RFQ LOT # 2204 – Bid # 22-8-1 and RFQ LOT # 2204– Bid # 22-9-1).

The aggregate maximum obligation for these contracts during Fiscal Years 2023-2025 shall not exceed three million dollars (\$3,000,000.00).

Dated: May 31, 2022

To: Mark William Bracken, Executive Director  
From: Michael Lorden, AED Director of Sales and Regional Operations  
Date: May 23, 2022  
RE: Replacement Parts and Repair Services Funding for Sales Agent Terminals and Peripherals

On December 20, 2021, the Massachusetts State Lottery (“Lottery”) issued Request for Qualifications LOT # 2204 (“RFQ LOT # 2204”) to seek qualification statements from companies interested in providing Agent Location Hardware and associated peripherals to support the Lottery’s ongoing modernization of equipment and systems. The purpose of the RFQ was to allow the Lottery to select companies that are qualified to provide specific equipment, parts and services on an as needed basis in the following categories:

- I. Full Service Terminals
- II. Compact Terminals
- III. Mobile Terminals
- IV. Ticket Checkers
- V. Player Activated Terminals
- VI. Miscellaneous Equipment and/or New-to-Market Equipment
- VII. Miscellaneous Peripherals and Devices
- VIII. Parts
- IX. Services and Repairs

On March 30, 2022, the Lottery issued Bid # 22-8-1 and Bid # 22-9-1 under RFQ LOT # 2204 to qualified vendors to procure Parts pursuant to Category VIII and Services and Repairs pursuant to Category IX respectively. It is requested that the Massachusetts State Lottery Commission (MSLC) authorize the Executive Director to enter into contracts to purchase Parts and Repair Services for three years (36 months) with a budget not to exceed three million dollars (\$3,000,000.00).

The purchase of these parts and services is necessary to continue to maintain the existing inventory of MSLC point of sale terminals, product vending equipment, and associated peripherals that are currently deployed to the MSLC’s Sales Agent locations across the Commonwealth of Massachusetts.

Approval of this vote will enable the MSLC to continue to service this equipment which is critical to the sale of MSLC products and redemption of prizes below \$601.

VOTE: For the reasons set forth in the attached memorandum dated May 23, 2022, the Executive Director is authorized to continue to utilize Heroku services through Carahsoft Technology Corporation, from Salesforce.com, Inc. pursuant to statewide contract ITS60: Cloud Solutions to ensure proper support of the Lottery's digital environment.

The total maximum obligation for these services during the period of June 30, 2022 through June 29, 2023 shall not exceed one hundred ninety thousand dollars (\$190,000.00).

Dated: May 31, 2022



To: Mark William Bracken, Interim Executive Director

From: Liz Giffen, Digital

CC: Greg Polin, General Counsel

Date: May 23, 2022

Ref: ITS60 – Heroku Platform

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For the past two years, the Massachusetts State Lottery Commission (“MSLC”) has subscribed to the Heroku Platform to support both the MA Lottery website and existing mobile applications. At the time of the license configuration, the remote ticket cashing (“RTC”) application was not included in the utilization plan.

Heroku has since become a core component of the RTC application infrastructure and usage has exponentially increased. Additionally, the VaxMillions program caused consumption rates to spike temporarily due to the popularity of the initiative.

Heroku is a cloud platform as a service (PaaS) operating under the Salesforce organization. The services requested in this authorization will be contracted pursuant to the terms of Massachusetts State Contract ITS60: Cloud Solutions. Per the terms of ITS60, the Lottery intends to renew its agreement to utilize Heroku to be supplied by Carahsoft Technology Corporation, a qualified ITS60 vendor and Salesforce representative.

In order to properly support the Lottery’s digital environment (MA Lottery website, existing applications and RTC application) going forward, additional Heroku licenses need to be procured to supplement the Lottery’s current contract entitlements.

The anticipated cost for Heroku services is not to exceed \$190,000.00 during the period of June 30, 2022 through June 29, 2023.