



Idaho Lottery Commission Meeting Minutes

Date, Time, and Place

The 265th meeting of the Idaho Lottery Commission took place on Thursday, March 7, 2024, at Idaho Lottery Headquarters, Boise, Idaho and via Zoom.

Attendees:

Commissioners Present:

Chairman, Craig Corbett
Commissioner, Sue Kerrick
Commissioner, Skip Smyser
Commissioner, Joni Stright
Commissioner, Amy Bloem - via Zoom

Lottery Staff Present:

Director, Jeff Anderson
Chief Operating Officer, Becky Schroeder
Deputy Director of Sales, Larry Polowski
Deputy Director of Marketing, Sherie Moody-St. Clair
Chief Financial Officer, Ben Klotthor
Management Assistant, Gaby Perez
Director of Lottery Security, Tony Pittz
Public Information Specialist, David Workman

Others Present:

Brad Surkamer, CLM
Ryan Belveal, Diamond Game - via Zoom
Frances Lippitt, Legislative Services - via Zoom
Steve Poole, Intralot - via Zoom
Shanna Bray, Pollard Banknote - via Zoom
Arica Todd, Risch Pisca - via Zoom

1. Meeting Called to Order

Chairman Corbett called the meeting to order at 10:00 AM.

2. Approval of the Minutes*

Commissioner Smyser moved to approve the minutes from the January 18, 2024, Commission meeting. Commissioner Stright seconded the motion. The vote was unanimous for approval.

3. Director Update

Confirmation Hearings - Commissioner Bloem & Commissioner Kerrick

Director Anderson updated the Commission on the successful appointment of Commissioner Bloem & reappointment of Commissioner Kerrick.

Road Trip 2024

Director Anderson updated the Commission on the May Commission Meeting. He was originally looking into traveling to Lewiston but decided that accommodations for our large group would be more possible in Coeur d'Alene. The Commission agreed with the May Commission Meeting taking place in Coeur d'Alene.

4. Current Sales Report

Ben Klotthor, Chief Financial Officer, reviewed the current sales report as well as the quarterly financial statement and those reports are entered into the minutes as an attachment.

5. Marketing Division Update

Deputy Director of Marketing, Sherie Moody-St. Clair, updated the Commission on the 35th Anniversary promotion that started in March and has been extremely successful. That promotion has three different scratch tickets, a rolling jackpot, and a big event with five finalists who will have a chance to win \$10,000. The big event is scheduled for July 19 at The Village in Meridian from 4pm-8pm.

Creative Services Contract Request for Proposal*

Deputy Director of Marketing, Sherie Moody-St. Clair requested approval to go out to bid for Creative Services. Commissioner Kerrick approved the motion, Commissioner Smyser seconded the motion. The vote was unanimously approved.

Media & Strategy Contract Request for Renewal*

Deputy Director of Marketing, Sherie Moody-St. Clair requested approval to renew our Media & Strategy contract with CLM.

Commissioner Smyser approved the motion, Commissioner Kerrick seconded the motion. The vote was unanimously approved.

Outdoor Billboard Jackpot Numbers Request for Proposal Vender Approval*

Deputy Director of Marketing, Sherie Moody-St. Clair requested vendor approval for Lytle Signs Inc. to be awarded as vendor of our outdoor billboard jackpot digital signs. We had four companies bid, however Lytle Signs was the best fit for our needs.

Commissioner Stright approved the motion, Commissioner Smyser seconded the motion. The vote was unanimously approved.

6. Sales Division Update

Deputy Director of Sales, Larry Polowski, updated the Commission on current sales and how they have picked up from the previous meeting. Scratch sales have been great with the addition of our 35th Anniversary games. He stated that we have a few of our Sales Representatives who will be out for various reasons, however we have coverage and will not lose any momentum in the field.

7. Security Division Update

Director of Lottery Security, Tony Pittz, informed the Commission that we currently have two Random Number Generators (RNG), which are used for second chance draws and the Million-ollar Raffle, we currently have one that is no longer operational and another that will not last much longer. Which brings us to Tony's request for approval to purchase a new RNG.

Request to Purchase RNG*

Because one machine is no longer operational, and the other will not last much longer, we have an emergency situation which led us to reach out to the two companies who make these machines to request pricing, and we are requesting for approval to purchase the more affordable machines from Smartplay International rather than submitting an RFP.

Commissioner Smyser approved the motion, Commissioner Kerrick seconded the motion. The vote was unanimously approved.

Set Future Meeting Date*

The Commission agreed that the next regularly scheduled meeting will be on Thursday, May 16, 2024, at 10:00 AM in a meeting room at the Coeur d'Alene Resort.

Commissioner Stright moved to approve the date and Commissioner Kerrick seconded the motion. The vote was unanimous for approval.

8. Adjournment

Commissioner Smyser moved to adjourn, seconded by Commissioner Bloem and the meeting was adjourned.

Certification:

I hereby certify that the foregoing minutes are a true and correct record of the actions and decisions made by the Lottery Commission.

Jeffrey R. Anderson, Executive Director
Lottery Commission Secretary

Date