



Idaho Lottery Commission Meeting Minutes

Date, Time, and Place

The 266th meeting of the Idaho Lottery Commission took place on Thursday, May 16, 2024, at The Coeur d'Alene Resort, Coeur d'Alene, Idaho and via Zoom.

Attendees:

Commissioners Present:

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

Lottery Staff Present:

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

Others Present:

Steve Poole, Intralot
Steve Beck, Intralot
Jamie Heege, Lawrence & Schiller– via Zoom
Joey Nielson, Lawrence & Schiller – via Zoom

1. Meeting Called to Order

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

2. Approval of the Minutes*

Commissioner Stright moved to approve the minutes from the March 7, 2024, Commission meeting. Commissioner Kerrick seconded the motion. The vote was unanimous for approval.

3. Director Update

Request Temporary Rule Approval*

Director Anderson requested approval to proceed with the temporary rule of a no fee prize payment debit card from our Jacksons retailers to our players. This is a way for Jacksons (and any other interested retailers or chains) to pay our players winnings up to \$599.

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

Governor Office Updates

Director Anderson updated the Commission on some changes in the Governor's office. Lori Wolff was previously appointed as our liaison, she has been appointed Administrator of the Division of Financial Management, and we are awaiting the appointment of a new liaison. Director Anderson updated the Commission on House Bill 521, the Governor's Property Tax Relief Bill. This bill impacts how the school districts will receive the money from the Lottery's annual dividend. The Department of Education will receive 5/8 of the Dividend, The Permanent Building Fund will receive 3/8 of the Dividend, every school district will receive monies from the newly created School District Facilities Fund based on average daily attendance and if school districts do not have voter-approved bonds or levies, they will still receive funding for use on future school facilities or improvement projects. The last update was regarding House Bill 1236, which included requested modifications to Charitable Gaming and the Bingo-Raffle Advisory Board, was stalled in House State Affairs Committee.

4. Administrative Update

Request Approval for Vehicle Purchases*

Becky Schroeder, Chief Operating Officer, requested permission from the Commission to order four new vehicles for our fleet. We will be ordering four

Ford Escapes via the state contract with Mountain Home Auto Ranch. We currently do not have exact pricing however they are between \$26,000-28,000. The exact pricing will be brought to the July meeting.

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

5. 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.

6. Marketing Update

Creative Services Contract Request for Proposal (RFP) – Recommendation for Award*

Deputy Director of Marketing, Sherie Moody-St. Clair, updated the Commission on the Creative Service Contract Bids that were received following our published RFP. We received 7 total bids; we had 5 Committee Members evaluate and score the proposals and Lawrence & Schiller was the winner. The contract is for 1 year with auto-renewals, until either party is not interested in continuing the relationship.

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

Research Segmentation – Approval to Publish Request for Proposal (RFP) *

Deputy Director of Marketing, Sherie Moody-St. Clair, requested approval to go out to bid for Research Segmentation. We have not had a Research Segmentation since 2011.

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

Web Consultant – Approval to Publish Request for Bid (RFB)*

Deputy Director of Marketing, Sherie Moody-St. Clair requested approval to request bids for Web Consulting to be able to move our website to a new

platform. The Web Consultants would assist our Web Developers in this process.

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

7. Sales Division Update

Deputy Director of Sales, Larry Polowski, updated the Commission on a new position being recruited. We have posted Lottery Sales/Service Representative 456 for the Rupert/Burley area that was approved and budgeted to begin July 1, 2024

8. Security Division Update

Director of Lottery Security, Tony Pittz, updated the Commission on the new RNG machine that was just purchased and will be going into testing before having it up and running. The one we currently have is still working while we configure the new one and that should be up and running by late June.

Set Future Meeting Date*

The Commission agreed that the next regularly scheduled meeting will be for Dividend Setting and will take place Friday, June 28, 2024, at 10:00 AM.

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

9. Adjournment

Commissioner Smyser moved to adjourn, seconded by Commissioner Kerrick 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



**FISCAL YEARS 2024 and 2023 COMPARATIVE SALES
FISCAL YEAR TO DATE THROUGH APRIL 30th**

	<u>FISCAL YEAR 2024</u>	<u>FISCAL YEAR 2023</u>	<u>INC/(DEC)</u>	<u>%</u>	<u>FY24 PROJECTED TO DATE</u>	<u>OVER/(UNDER)</u>
DRAW SALES						
POWERBALL	43,969,528	34,244,181	\$ 9,725,347	28.4%	25,000,000	18,969,528
MEGA MILLIONS	22,508,451	26,187,058	(3,678,607)	-14.0%	13,750,000	8,758,451
LOTTO AMERICA	2,284,957	3,241,798	(956,841)	-29.5%	2,250,000	34,957
LUCKY FOR LIFE	4,500,666	4,338,996	161,670	3.7%	4,375,000	125,666
RAFFLE	4,500,000	2,500,000	2,000,000	80.0%	4,500,000	-
2BY2	-	55,709	(55,709)	-	-	-
IDAHO PICK 3	1,955,821	1,929,738	26,083	1.4%	1,979,167	(23,346)
IDAHO PICK 4	1,027,775	892,196	135,579	15.2%	916,667	111,108
WEEKLY GRAND	1,327,384	1,244,674	82,710	6.6%	1,479,167	(151,783)
IDAHO CASH	1,714,261	1,435,507	278,754	19.4%	1,666,667	47,594
5 STAR DRAW	1,624,390	1,891,940	(267,550)	-14.1%	1,833,333	(208,943)
TOTAL	<u>85,413,233</u>	<u>77,961,797</u>	<u>7,451,436</u>	<u>9.6%</u>	<u>57,750,000</u>	<u>27,663,233</u>
PULLTAB SALES						
TOUCHTABS	66,283,617	66,228,714	54,903	0.1%	66,166,667	116,950
PULLTABS	1,982,768	1,858,990	123,778	6.7%	1,750,000	232,768
TOTAL	<u>68,266,384</u>	<u>68,087,704</u>	<u>178,681</u>	<u>0.3%</u>	<u>67,916,667</u>	<u>349,718</u>
SCRATCH SALES						
SCRATCH	190,588,673	201,098,278	(10,509,605)	-5.2%	201,750,000	(11,161,327)
INSTAPLAY	10,736,928	11,650,961	(914,033)	-7.8%	10,833,333	(96,405)
TOTAL	<u>201,325,601</u>	<u>212,749,239</u>	<u>(11,423,638)</u>	<u>-5.4%</u>	<u>212,583,333</u>	<u>(11,257,732)</u>
TOTAL SALES	<u>\$ 355,005,218</u>	<u>\$ 358,798,740</u>	<u>\$ (3,793,521)</u>	<u>-1.1%</u>	<u>338,250,000</u>	<u>16,755,218</u>