

**NEW HAMPSHIRE LOTTERY® COMMISSION**  
**14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301**  
**MINUTES OF COMMISSION MEETING**  
**TUESDAY, FEBRUARY 16, 2010 9:30 AM**

**PRESENT:**

Richard J. Campbell, Jr., Chairperson  
Paul J. Holloway, Commissioner  
Debra M. Douglas, Commissioner  
Rick Wisler, Executive Director  
Diane Campbell, Administrative Assistant  
Maura McCann, Programs Information Officer  
Georges Roy, Administrator III  
Barry Bodell, Business Supervisor  
Robert Preston, Instant Ticket Games Manager  
Rose Longo-White, Griffin, York & Krause, Inc. (GYK)  
Travis York, GYK  
Kevin Flynn, GYK  
Moe Pepin, SGI  
Jim Bouley, Dennehy & Bouley  
John Papile, Intralot

Commissioner Campbell convened the Commission meeting at 9:30 a.m.

**1. ACCEPTANCE AND SIGNING OF PREVIOUS MINUTES:**

Commissioner Holloway made a motion, seconded by Commissioner Douglas, to accept the minutes as presented. So voted, unanimous.

**UPDATE OF GAMING SYSTEM CONVERSION:**

Director Wisler presented an update with timelines of the system conversion process. The first conversion newsletter has been distributed to the retailers. Mr. Wisler reviewed the three types of system communications available for installation: a 3G network with a small communication box and small antenna to attach to sales terminals; a satellite dish with or without a heater unit; and DSL communication through an existing phone line. User acceptance testing will begin by Intralot for the quality assurance now and will run into April and the Lottery will be taking the testing over mid March and will run through June, a three month extensive testing period. John Papile of Intralot updated the Commission on the sites being used to test and monitor the satellite communication. Director Wisler reported that preparations for the conversion were on target including testing, specifications, retailer training, lottery staff training and communications installation.

**3. TRI-STATE REPORT:**

Maura McCann stated a discussion was held on replacement ideas for the Weekly Grand game. A player survey was offered in all three states and New Hampshire received the largest number of responses for a total of 7,200 over the two week period. A discussion among the Tri-States will be held at the New Hampshire Lottery on March 4<sup>th</sup> to review the survey results. Ms. McCann stated the new Fast Play game is called "Roll the Dice". Daily number sales appear to be trending upward since the single digit bet was added to the Pick 3 game and single digit and middle pair bets were added to the Pick 4 game. A brief discussion was held on Megabucks Plus sales and promotion of the game. Commissioner Campbell stated the Tri-State Commission approved funding for a new camera system in the draw room and computer system if needed. Ms. McCann stated the new equipment will provide improved technology and is expected in this week. Ms. McCann stated all lottery game drawings are available on the Lottery's website. Ms. McCann announced the status of the Request for Proposal for the draw auditing services at the Lottery, with the selected vendor recommendation to the Tri-State Commission hopefully in April.

#### 4. **ADVERTISING:**

Ms. McCann stated the second conversion letter was being developed. A radio spot is going to be produced to support all of the New Hampshire Lottery's games. A comparison of the past weeks' sales for Powerball and the recently launched Mega Millions was provided and the effect that the estimated jackpots could have when comparing the sales.

Ms. McCann stated a meeting had recently been held with Griffin York and Krause (GYK) to discuss the advertising contract option extension, and an agreement was reached for a 9% agency fee for FY11 and FY12. As a result of successful negotiations, Ms. McCann stated she was awaiting direction from the Commission to continue with the process for the advertising contract presentation to Governor and Council. Commissioner Holloway made a motion, seconded by Commissioner Douglas, to proceed with the GYK contract extension, pending all necessary approvals. So voted, unanimous.

A lengthy discussion was held on Replay. Travis York of GYK stated approximately 119,000 are active Replay members. Possible promotional opportunities were discussed for the Replay program in an effort to maximize lottery revenues. A company has been hired to conduct an independent study of the Lottery's Replay database and a report is expected to be completed in March. Different avenues were discussed with the goal of what would be most beneficial for the lottery to generate maximum revenue. Commissioner Holloway suggested looking into the possibility of offering coupons through the Replay program and possible collaborations with other state agencies.

The Commission requested that the advertising agency provide them with a plan with alternatives for Replay and possible restraints that may be encountered. It was requested that Director Wisler contact the Lottery's Attorney General for an opinion regarding these

proposed alternatives for Replay to make optimum use of the information received through Replay database and licensing or selling data.

**5. OTHER BUSINESS:**

Georges Roy reported that the Courier RFP is pending Attorney General approval and will be issued once approved. Mr. Roy announced there was notice of state budget cuts, effective April 1<sup>st</sup>. A brief discussion was held.

**6. NEXT MEETING:**

Commissioner Holloway made a motion, seconded by Commissioner Douglas, to move into an Executive Session at 10:45 a.m. to discuss a personnel matter. The Executive Session concluded at 1:00 p.m. with no commission action taken.

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Richard J. Campbell, Jr., Chairperson

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Paul J. Holloway, Commissioner

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Debra Douglas, Commissioner