PUBLIC MEETING OF THE ARIZONA LOTTERY
COMMISSION MINUTES MAY 24, 2013

PRESIDING	Chair Jeff Weintraub
COMMISSIONERS	Vice-Chair Frank Conley, Commissioners Jeff Boehm, Chip Scutari, and Michael Love
LOTTERY	Jeff Hatch-Miller, Executive Director; Adam O'Kane Director of Audit, Accounting, & Procurement; Raynie Hosto, Director of Sales; and Steve Johnson, Director of IT Barbara Anderson, Ivy Gilio, Tim Matykiewicz, Jessica Reimann, Nick Schell, Cindy Esquer, Tricia Garland, Robin Peters, Dana Pankuch, Tasha Younger, Rhonda Kaiser, Jessica Reimann, Brett Moulton, and Jacqui Ayala
GUESTS	EB Lane Representatives: Conchita Rajces Kollman, Todd Bresnahan, Kirstin Jones, Isabelle Jazo, Jody Alexander, Carlos Pastor, Joe Ray, Matthew Gunson, Shailesh Ghimire, and Gianna Piccione GTECH Representatives: Russ Harben Attorney General Representative: LaDonna Ockinga

Call to Order. Pursuant to the Public Notice dated May 20, 2013, the Public Meeting of the Arizona State Lottery Commission was called to order at 10:00 a.m. by Chair Weintraub. A quorum was present.

Chair Weintraub asked Director Hatch-Miller if he wanted to introduce the new Commissioner. Director Hatch-Miller introduced Commissioner Mike Love, an attorney in the Phoenix area.

Upon request by Chair Weintraub, Vice-Chair Conley made a motion to approve the minutes of the April 19, 2013 meeting; Commissioner Scutari seconded. All members voting aye, motion carried.

Director's Report. Director Hatch-Miller asked Russ Harben to introduce himself. Mr. Harben said he works for GTECH Corporation. He explained that GTECH provides many Lottery services to Lotteries around the world and explained some of the services that are provided here in Arizona.

Todd Bresnahan introduced EB Lane as the marketing, advertising, public relations, digital, and media agency for the Lottery.

Director Hatch-Miller presented a PowerPoint overview of the Director's Report. The Director's Report is attached for the official minutes.

Vice-Chair Conley asked about the status of larger pack sizes. Ms. Anderson explained that *Classic Cash*, which is one of the games we are asking the Commission to approve, will be the first $20 game that will have the larger pack size. She said this is a pilot test, and we will be working with the sales team who has been working with the retailers on addressing pack sizes. She said that during the pilot, we would offer both a 30-ticket pack size as well as a 15-ticket pack size for the smaller retailers. Chair Weintraub said he thought we could not have two different pack sizes. Ms. Anderson advised it would be two different games. Vice-Chair Conley asked if there are plans to increase the $10 ticket pack size. Ms. Anderson said yes, if the $20 pack size increase works, we would move forward with the $10 games.

Commissioner Scutari asked when the last time the beneficiaries were looked at in terms of priority. Director Hatch-Miller advised that it is set by the legislature with adjustments made by them. Commissioner Scutari asked if we could track dollars that go into the General Fund. Director Hatch-Miller said they should be distributed the same as the rest of the state's General Fund money.

New Business.

Chair Weintraub asked if any members of the public would like to address the Commission regarding the amended Scratchers Game Profile *Triple Red 7's* #882 and new Scratchers Game Profiles *21 Tripler #876, Cherry Tripler #890, Bonus Word Crossword #896, Classic Cash #904, and Crazy Wild 10s #915.* No response from the public.

In accordance with A.R.S. §5-554 (C), Chair Weintraub entertained a motion to approve the order and authorize the Director to issue the order regarding amended Scratchers Game Profile #882 and new Scratchers Game Profiles: *#876, #890, #896, #904, and #915.* Commissioner Scutari moved; Vice-Chair Conley seconded. All members voting aye, the motion carried.

Chair Weintraub asked if any members of the public would like to address the Commission regarding the amended Instant Tab Game Profiles: Cherries & Berries #027 and Lucky Enough #029. No response from the public.

In accordance with A.R.S. §5-554 (C), Chair Weintraub entertained a motion to approve the order and authorize the Director to issue the order regarding amended Instant Tab Game Profiles: *#027, and #029.* Vice-Chair Conley moved; Commissioner Boehm seconded. All members voting aye, the motion carried.

EB Lane Presentation. Mr. Bresnahan thanked the Commission for the opportunity to present how the agency helps the Marketing Department and all other customer-facing departments at the Lottery. Mr. Ray and Ms. Jazo presented how EB Lane works to keep the Lottery relevant, fresh, and exciting while continuing to connect with the core players as well as reaching out to new markets. They showed samples of research, reports, promotions, advertising, and social media campaigns.

Call to the Public. Chair Weintraub invited members of the public to speak before the Commission. No one from the public requested to speak.

Announcements. The next meeting will be June 28, 2013, at 10 a.m.

Adjournment. Upon request by Chair Weintraub, Commissioner Boehm moved; Commissioner Scutari seconded. All members voting aye, motion carried. Meeting adjourned at 10:54 a.m.