

**PUBLIC MEETING OF THE ARIZONA LOTTERY  
COMMISSION MINUTES MAY 20, 2016**

**PRESIDING** Vice-Chair Michael Love

**COMMISSIONERS** Jeff Weintraub and Kristine Burnett

**LOTTERY** Gregg Edgar, Executive Director; Chris Rogers, Director of Products & Marketing; Raynie Hosto, Director of Sales; Steve O’Ney, Director of IT  
Kimberly Siddall, Pam DiNunzio, Robin Peters, Roland Tang, Shelby Alessi, Monica Godek, Holly Gordon, Wyeth Hines, Michael Schiefelbein, Nikki O’Shea, and Jacqui Ayala

**GUESTS** GTECH Representatives: Russ Harben, Maryanne Manning, and Serena Arlotta  
LaneTerralever Representatives: Jody Alexander, Lexi Bahn, John Sizer, and Bill Woodward  
Owen’s Harkey Representatives: Matt Owens, David Miller, Brad Casper, Dawn Webley, and Chelsea Smeland  
Attorney General Representative: Deanie Reh

**PUBLIC** Kyle Hoffman and Brian Townsend

**Call to Order** Pursuant to the Public Notice dated May 13, 2016, the Public Meeting of the Arizona State Lottery Commission was called to order at 10:00 a.m. by Vice-Chair Love. A quorum was present.

Vice-Chair Love entertained a motion to approve the minutes of the April 22, 2016, Public meeting; Commissioner Weintraub moved, Commissioner Burnett seconded. All members voting aye, motion carried.

**Director’s Presentation** Director Edgar spoke about some of our Beneficiaries and showed a video from the Arizona Bio Medical Research Commission’s Public Cord Blood Program.

Director Edgar presented a PowerPoint overview of the Director’s Presentation. The Director’s Presentation is attached for the official minutes.

Director Edgar followed up to a question that was asked at the last Commission meeting regarding employment. He said our census number is about an 88 and said right now we are below that at 67.

**Retailer of the Quarter** Mr. Wyeth Hines recognized Shell 24 as retailer of the quarter.

**Marketing/Products Update** Mr. Chris Rogers provided an update on Marketing and

Advertising. He went over some of the metrics that went behind the last Powerball run. He said just around PR we had more than 130 story placements between 04/01 and 05/07 and the growing jackpot was the central story. He said there was advertising value of \$57,000 and publicity value of news coverage of more than \$170,000. With regards to the website he said page views and new users are up.

He also shared some upcoming promotional scratchers including the Holiday games and an Arizona Cardinals scratch ticket.

**New Business** Vice-Chair Love asked if any members of the public would like to address the Commission regarding new instant scratch game profiles: *\$250,000 Crossword #1074 and Slingo® Trio #1081*. No response from the public.

In accordance with A.R.S. §5-554 (C), Vice-Chair Love entertained a motion to approve the order and authorize the Director to issue the order regarding new instant scratch game profiles: #1074 and #1081. Commissioner Weintraub moved; Commissioner Burnett seconded. All members voting aye, the motion carried.

Director Edgar announced that the state procurement office has awarded Owens Harkey as our new Advertising agency effective July 1<sup>st</sup> and he introduced Matt Owens to the Commission.

Vice-Chair Love asked if any members of the public would like to address the Commission regarding Amended Promotion Profile #77 – 35<sup>th</sup> Anniversary – Second Chance Drawings. No response from the public.

In accordance with A.R.S. §5-554 (C), Vice-Chair Love entertained a motion to approve the order and authorize the Director to issue the order regarding Amended Promotion Profile #77. Commissioner Weintraub moved; Commissioner Burnett seconded. All members voting aye, the motion carried.

**Call to the Public** Vice-Chair Love invited members of the public to speak before the Commission. No one from the public requested to speak.

**Announcements** The next Commission meeting will be held June 17, 2016, at 10:00 a.m.

**Adjournment** Vice-Chair Love entertained a motion to adjourn, Commissioner Weintraub moved; Commissioner Burnett seconded. All members voting aye, the motion carried. All members voting aye, motion carried. Meeting adjourned at 10:30

Commission Meeting Minutes

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a.m.

**Materials** A copy of the agenda and background material provided to Commission members, which is not exempt by law from public inspection, is available for public inspection at least 24 hours in advance of the meeting at the Lottery Office located at 4740 East University Drive, Phoenix, Arizona.

**Notice** Any amendments or additions to the agenda will be made available at least 24 hours prior to the meeting.