

PUBLIC MEETING OF THE ARIZONA LOTTERY
COMMISSION MINUTES April 19, 2019

PRESIDING Chair Jeff Weintraub

COMMISSIONERS Debra Roth, Julie Katsel and Trent Crump

LOTTERY Biju Kamaleswaran, Deputy Director of Operations; Chris Rogers, Deputy Director of Products & Marketing

Luanne Mansanares, Kimberly Siddall, Ivy Gilio, Robin Peters, Roland Tang, Shelby Alessi, Karla Henriksen, Mary Cimaglio, Holly Gordon Susan Kalember, and Wyeth Hines.

GUEST Attorney General Representative: Pamela Linnins
Pollard Banknote Representative: Brad Thompson
Scientific Games Representatives: Julio Dieppa,
Owens Harkey Representatives: Chelsea Smeland and Laura Flag

Call to Order - Pursuant to the Public Notice dated April 15, 2019, the Public Meeting of the Arizona State Lottery Commission was called to order at 10:00 a.m. by Chair Jeff Weintraub. A quorum was present.

Chair Weintraub entertained a motion to approve the minutes of the March 22, 2019 public meeting; Commissioner Roth moved; Commissioner Crum seconded. The vote was unanimous with all members voting aye and the motion was carried.

Retailer of the Quarter – Mr. Wyeth Hines gave a PowerPoint presentation highlighting Fry's Marketplace #657 located at 35401 N. Lake Pleasant Parkway, Peoria, AZ. The presentation is attached for the official minutes.

Director's Presentation – Mr. Chris Rogers presented slides and a short video on the beneficiary of the month "Strangers We Know," a non-profit organization assisting trauma stricken children who are removed from homes. Mr. Rogers gave a recap of the ADDY Awards received. Owens Harkey (OH) Representative Ms. Chelsea Smeland explained the ADDY Awards are the advertising industry's largest and most representative local competition. Chair Weintraub wanted to know what the criteria is to win an award. Mr. Rogers informed the Commission that it is a collaborative effort with the Arizona Lottery and the marketing firm OH. Chair Weintraub also inquired if the awards are based on creativity. Mr. Rogers yes.

Mr. Rogers continued with the presentation and gave an overview of the Powerball® Dick Clark Productions New Year's Rockin' Eve live drawing and the upcoming North American Association of State and Provincial Lotteries (NASPL) Conference. Mr. Rogers informed the Commission that Arizona will be hosting the NASPL Professional Development Seminar in July. Chair Weintraub informed Mr. Rogers that he was interested in attending and encouraged the other Commissioners to attend. The presentation is attached for the official minutes.

Financial Report – Mr. Biju Kamaleswaran presented a financial overview of sales from all product lines for the past 12 months as well as year-to-date sales. The presentation also included budget information. The presentation is attached for the official minutes.

Marketing Presentation - Ms. Shelby Alessi gave a marketing PowerPoint presentation highlighting the Players Club Second Chance and the FY18 Million Dollar Madness vs. F19 Million Dollar Giveaway. The presentation is attached for the official minutes.

New Business – Chair Weintraub asked if any members of the public wanted to address the Commission regarding new instant scratch game profiles: *2 For \$1* #1214, *Mad Money* #1228, *Crossword* #1231, and *Super 7-11-21* #1232. There were no responses from the public.

In accordance with A.R.S. §5-554(C), Chair Weintraub entertained a motion to approve the orders and authorize the Director to issue the orders regarding new instant scratch game profiles #1214, #1228, #1231, and #1232. Commissioner Roth moved; Commissioner Crump seconded. The vote was unanimous with all members voting aye and the motion was carried.

Chair Weintraub asked if any members of the public wanted to address the Commission regarding new instant tab game profiles: *Dynamite Deuces* #118, *American Heroes* #119, *Raise 'Em High* #120, *1 Arm Bandit* #121, *Land That I Love* #122, *America Rocks* #123, *Spectacular 7's* #124, *Beer Money* #1031, *Blast of Cash* #1032, *Give it a Pull* #1033, *Magnificent Cherries* #1034, *Spicy 9s* #1035, *Poker Stud* #1036, *Freedom Rocks* #1037, *Bar Darts* #1038, *Super 8's* #1039, *Slot Tamales* #1040, and *Red Hot Jackpot* #1041. Ms. Ivy Gilio clarified that game #121 should be One Arm Bandit and not I Arm Bandit #121. Chair Weintraub noted the correction and asked if any other members of the public wanted to address the Commission. There were no responses from the public.

In accordance with A.R.S. §5-554 (C), Chair Weintraub entertained a motion to approve the orders and authorize the Director to issue the orders regarding new instant tab game profiles #118, #119, #120, #121, #122, #123, #124, #1031, #1032, #1033, #1034, #1035, #1036, #1037, #1038, #1039, #1040 and #1041. Commissioner Roth moved; Commission Katsel seconded. The vote was unanimous with all members voting aye and the motion was carried.

Call to the Public - Chair Weintraub invited members of the public to speak before the Commission. There were no responses from the public.

Announcements - The next Commission meeting will be held May 17, 2019, at 10:00 a.m.

Adjournment - Chair Weintraub entertained a motion to adjourn. Commissioner Crump moved; Commissioner Roth seconded. The vote was unanimous with all members voting aye and the motion was carried.

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