

PUBLIC MEETING OF THE ARIZONA LOTTERY
Commission Minutes of April 23, 2021, Meeting
Telephonic Meeting

PRESIDING Chair Jeff Weintraub (Teleconference)

COMMISSIONERS Debra Roth (Teleconference) and Julie Katsel (Teleconference)

LOTTERY Gregory Edgar, Executive Director; Chris Rogers, Deputy Director of Products and Marketing, Sherri Zendri, Deputy Director of Legal Services, Raynie Hosto, Deputy Director of Customer Service and Sales, Todd Terrell, Deputy Director of Security and Regulatory Division

Kimberly Siddall, Luanne Mansanares, Robert Woodson, Lynda Sellers, Karla Henriksen, Ivy Gilio, Susan Kalember, Shelby Alessi, Serena Arlotta, Kathleen Syms, Devin Slayton, Holly Hichens, and Cheyenne Mcmurtry

GUESTS Attorney General Representative: Pamela (Linnins) Peiser
Scientific Games Representatives: Topper Wilson, and Rachelle Schackelford
Pollard Banknote Limited Representatives: Brad Thompson, John Papile Wes Brown, and Jennifer Wankling
Owens Harkey Representatives: Ken Phox, Noelle Hobaica, Ashley Esquivel, Chelsea Smeland, and Angie Vollmers

PUBLIC

Call to Order

1. **Call for Quorum:** Pursuant to the Public Notice dated April 14, 2021, 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, with Chair Weintraub, Commissioner Roth, and Commissioner Katsel appearing via teleconference.

2. **Notice:** Notice was posted by Luanne Mansanares on April 14, 2021, at 1:00 p.m., at the Arizona State Lottery, located at 4740 E. University Dr., Phoenix, Arizona.
3. **Approval of Minutes:** Chair Weintraub entertained a motion to approve the minutes of the March 19, 2021, Public Meeting. Commissioner Katsel verbally moved; Commissioner Roth verbally seconded. The vote was unanimous with Chair Weintraub verbally voting aye, Commissioner Roth verbally voting aye, and Commissioner Katsel verbally voting aye.

Agency Reports

1. **Retailer of the Quarter:** Mr. Robert Woodson's presentation highlighted Hurry Up Fuel located in East Tucson. The presentation is attached for the official minutes.

2. **Director's Presentation:** Director Edgar gave a Legislative update pertaining to the Arizona Lottery, brief financial overview, and introduced new Deputy Director of Security and Regulatory Division, Mr. Todd Terrell. The presentation is attached for the official minutes.
3. **Financial Report:** Mr. Russ Harben presented financial information for FY21, overall sales with the new projections and financial status.

Chair Weintraub inquired if the most recent increase in sales is tied to the stimulus check.

Mr. Harben informed the Commission that the Arizona Lottery has not done a formal study. At this time there is not a clear connection between increased sales and the time stimulus checks are issued. As a general standpoint, there is probably some impact. Director Edgar also informed the Commission that customers are not driving to work, going out to bars and restaurants so their entertainment dollars are being conserved. Therefore, the Lottery is their entertainment source. However, as bars, restaurants, and other entertainment begin to reopen, a decrease in sales may occur.

Chair Weintraub stated he has seen an increase in restaurant patrons and it will be interesting to see what lottery sales will be. The presentation is attached for the official minutes.

4. **Products & Marketing Update:** Mr. Chris Rogers presented information on Lottery's return on investment, player's club, summer jackpot campaign and the FY21 - FY22 advertising campaigns and promotions. The presentation is attached for the official minutes.
5. **3rd Quarter Product & Sales Review** – No Presentation
6. **New Games Introduction** – No Presentation

New Business

1. Chair Weintraub asked if any members of the public wanted to address the Commission regarding new instant scratch game profiles: *Electric 7s* #1330, *Treasure Hunt* #1332, and *Wild Bingo* #1333. There were no responses 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 new instant scratch game profiles: #1330, #1332, and #1333. Commissioner Katsel verbally moved, Commissioner Roth verbally seconded. Chair Weintraub verbally voted aye, Commissioner Roth verbally voted aye, and Commissioner Katsel verbally voted aye. The vote was unanimous and the motion carried.

2. Chair Weintraub asked if any members of the public wanted to address the Commission regarding new instant tab game profiles: *Cash to Win* #145, *Star Spangled Heroes* #146, *Quick Cash* #1055, *One More Round* #1056, *Make Me A Winner* #1057, and *All In* #1058. There were no responses 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 new instant tab game profiles: #145, #146, #1055, #1056, #1057 and #1058. Commissioner Roth verbally moved, Commissioner Katsel verbally seconded. Chair Weintraub verbally voted aye, Commissioner Roth verbally voted aye, and Commissioner Katsel verbally voted aye. The vote was unanimous and the motion carried.

3. Chair Weintraub asked if any members of the public wanted to address the Commission regarding new promotion profile: *Summer Jackpot Promotion Profile #108*. There were no responses 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 new promotion profile: #108. Commissioner Katsel moved, Commissioner Roth verbally seconded.

Chair Weintraub asked the Lottery if the second chance promotions are helpful?

Director Edgar informed the Commission that the promotions are extremely helpful. They drive the player's club uptick and the Lottery is able to track players and tickets and the promotions increase sales.

Chair Weintraub asked if there is any further discussion. There were no responses and the vote continued with Chair Weintraub verbally voted aye, Commissioner Roth verbally voted aye, and Commissioner Katsel verbally voted aye. The vote was unanimous and the motion carried.

Call to the Public

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

Chair Weintraub asked if anyone else would like to speak before the Commission. There were no responses from the public.

Announcements

The next Commission meeting will be held May 21, 2021, at 10:00 a.m.

Adjournment

Chair Weintraub entertained a motion to adjourn. Commissioner Katsel verbally moved, Commissioner Roth verbally seconded. Chair Weintraub verbally voted aye, Commissioner Roth verbally voted aye, and Commissioner Katsel verbally voted aye. The vote was unanimous and the motion 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.