

**New Hampshire Lottery Commission**  
14 Integra Drive, Concord NH  
Minutes of Commission Meeting  
April 26, 2023 – 10:00 a.m.

**Commissioners:**

Debra Douglas, Chairman  
Andy Crews, Commissioner  
Erle Pierce, Commissioner

**Lottery Staff in Attendance:**

Charles McIntyre	Maura McCann	Valerie King	Tyson Peltz
John Conforti	Kelly Crockett	Kelley-Jaye Cleland	James Duris
Katie Brown	Heather Child	Chelsea Blackstone	Sandy Goulet
Eric Prescott	Richa Yadav	Jay Lau	Len Mannino

**Others in Attendance:**

Jodi Grimbilas, SGI	Paul Maltman, SGI	Ryan Sahr, Intralot
Kristine Pare, Intralot	Richard Parsons, RYP Granite	Ryan Boover, Intralot

Chairman Douglas called the meeting to order at 10:03 a.m. Public attendance available in person and via Microsoft Teams Meeting.

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

- Chairman Douglas requested a motion to **Accept the Minutes of March 3, 2023**, meeting. Commissioner Crews moved to accept, seconded by Commissioner Pierce. Motion passed 3-0. Minutes accepted and signed.

**2. FINANCIAL REPORTS**

- **Chief Financial Officer, James Duris**, reported Lottery sales for the month of March increased compared to the same period of the prior year. Instant tickets and Mega Millions both increased for the month by \$2.2M and \$0.9M respectively. iLottery and Lucky for Life both saw increases. YTD instant ticket revenues have increased compared to the prior year by \$4.5M, with very strong \$25 ticket sales. YTD Powerball and Mega Millions increases are \$8.4M and \$18.9M. iLottery has had an YTD increase of \$6.5.
- Mobile sports betting revenue decreased \$1.4M compared to the previous year with \$0.9M. The handle was \$93.4M for the month, an increase of \$32.8 compared to the prior year. Retail sports betting handle was \$10.0M for the month, a decrease of \$8.4 compared to the prior year, but resulting in good month at \$0.8M. Mobile YTD revenues are up \$10.2M and retail YTD revenues have increased \$1.8M compared to the prior year.

- Racing and gaming revenues increased by \$62K compared to the prior year. YTD revenues have increased by \$307K. Historic Horse Racing revenues came in at \$987K for the month and are currently \$4.7M YTD.
- Operating transfers for March were \$14.3M. This was above projections by \$1.0M. YTD transfers to ETF stand at \$144.5M, beating projections by \$39.5M.
- The detail of accounts receivable is as follows:
 

Operating AR	\$	2,789,530
Tri-State Lotto	\$	1,379,267
MUSL	\$	397,207
Other AR	\$	3,004,974

### 3. SALES AND PRODUCT DEVELOPMENT

- **Chief Product and Programing Officer, Kelley-Jaye Cleland**, provided an overview for the month of March.
- Ms. Cleland reported March had the second highest ADPU with \$289, a 20% increase in ADPU (Average Deposit per User), and a 15% decrease in depositors compared to February which was a jackpot month.
- KJ announced Keno passing in Hopkinton, Greenville, and Lyndeborough.
- Ms. Cleland introduced the three new hires and welcomed them to the New Hampshire Lottery Commission. This also officially gives us 13 sales reps.
- The next meeting May 23, 2023, implementation of the new \$50 and \$100 scratch ticket will be discussed.

### 4. MARKETING

- **Director of Marketing, Maura McCann**, provided an overview for the months of March.
- Maura reported iLottery has had an increase with website visits, 1% to 2% over the months of February and March.
- DraftKings and New Hampshire Lottery had a successful 3-year sports betting anniversary celebration at The Brook. Robert Parish was amazing and made everyone so happy.
- New Hampshire Lottery is working with the NH Fisher Cats, Keene Swampbats, Nashua Silver Knights, Monadnock Motor Speedway and NH Motor Speedway on upcoming sponsorships.
- Fast Play Fridays in April and May promotion is live at retailers and is doing well.
- Cinco de Mayo retail and online promotion is in production.

### 5. SPORTS BETTING

- **Chief Compliance Officer, John Conforti**, presented February and March's sports betting results.
- Wagering on the Super Bowl was about \$9.2M, up from \$7.7M last year.
- February Mobile and Retail Results
  - \$86,999,460 in Handle
  - \$7,112,917 in GGR
  - Hold of 8.18%
  - \$3,238,964 in revenue to the State

- March was a record month for handle, our first over \$100M, despite the launch of Massachusetts mobile sports betting on 3/10/23.
- March Mobile and Retail Results
  - \$103,390,747 in Handle
  - \$4,828,031 in GGR
  - Hold of 4.67%
  - \$2,126,878 in revenue to the State

#### 6. COMPLIANCE

- **Chief Compliance Officer, John Conforti**, reported sales reports for February and March for games of chance and HHR.
- Games of Chance were down slightly in February, but that was due to the short month.
- Historic Horse Racing had a lot of growth in February and March. In February you see a monthly total of \$956,888, and in March you see \$1,226,988.
- Mr. Conforti reported he will have the quarterly report at the next meeting.

#### 7. NEXT MEETING

- The next meeting is scheduled for Tuesday, May 23, at 10 a.m. at Lottery Headquarters.

Chairman Douglas entertained a motion to adjourn meeting at 11:28 a.m. which was made by Commissioner Crews and seconded by Commissioner Pierce. Motion passed 3-0.

  
\_\_\_\_\_  
Debra Douglas, Chairman

  
\_\_\_\_\_  
Andy Crews, Commissioner

  
\_\_\_\_\_  
Erle Pierce, Commissioner