

**Special Legislative and Games Committee
Meeting Minutes**

Held on
Thursday, November 6, 2014
10:00 a.m.
at the
Connecticut Lottery Corporation
777 Brook Street
Rocky Hill, Connecticut 06067

Committee Members Present: Margaret Morton, Chairperson of the Legislative and Games Committee; Jim Farrell (via teleconference); Robert Morgan, and Kia Murrell

Staff Members Present: Anne M. Noble, President & CEO; Chelsea Turner; Rebecca Lambert, and Cynthia Hadden

Call to Order: Margaret Morton called the meeting to order at 10:04 a.m.

I. Approval of Minutes:

On a motion made by Mr. Morgan and seconded by Ms. Murrell, the minutes of the September 17, 2014 Special Legislative and Games Committee Meeting were unanimously approved.

II. Sales Performance and Game Update:

Presented by Ms. Anne M. Noble, President & CEO. Using sales charts, Ms. Noble provided the following report for the fiscal year through October 31.

- Regarding All Games, the CLC has experienced the highest level of October sales in recent years, at \$95.6 million. This can be attributed to higher jackpots and positive growth in the Instant Games portfolio.
- Sales for CT Games have been steady, with 5 Card Cash working to deliver profits and becoming a significant part of the CLC's portfolio.
- Regarding Multi-State Games, Powerball & MegaMillions are not experiencing their optimal performance. MegaMillions had a high jackpot of \$321 million, which was hit on Tuesday, November 4. Powerball's jackpot is currently at \$203 million.
- At this time, total sales are down 1.6% from last fiscal year, but we are 0.6% over last fiscal year at this time for General Fund transfers. Sales are currently \$7.3 million ahead of budget, and General Fund transfers are 5.2% ahead of budget.
- Instant Games saw an increase in sales in October. September saw a softening in the Instant Game sales due to several factors. The release of the Diamonds series of instant tickets was a contributing factor to the strong October Instant sales.

- Play3 and Play4 Day and Night games are experiencing low payouts. This is making the games profitable, but is having an impact on sales.
- Play3 Day sales are down a bit.
- Play3 Night, Play4 Day & Play4 Night sales are all consistent.
- 5 Card Cash is doing beyond what it was expected to do; it is currently at 31¢ per capita, which is above the rates of most other states running a similar game. Ms. Murrell and Ms. Noble had a general discussion about per capita sales in other jurisdictions.
- Lotto sales were up in October as the jackpot grew.
- Cash5 sales have made their way back up to last October's levels.
- Super Draw had poor performance in the spring. Stronger sales are the goal for this holiday season.
- Powerball & MegaMillions had higher jackpots in October, which lead to some increase in sales.
- Ms. Murrell asked how the jackpot for multi-state games spurs sales activity. There was some discussion about how higher jackpot levels have historically correlated with an increase in ticket sales.
- Lucky for Life had a robust social media promotion it in October.
- Mr. Morgan asked if there was any inconsistency in advertising efforts that could have lead to the decrease in sales for Instant Games. There was some discussion about factors that could have contributed to the slight decline in Instant Game sales.

This concluded the Sales Performance and Game Update.

III. Executive Session:

On a motion made by Mr. Morgan and seconded by Ms. Murrell, the Committee moved into Executive Session at 10:18 a.m. Ms. Morton invited Ms. Noble and Ms. Turner to stay for the Executive Session related to New Game Initiatives.

The Committee reconvened into regular session at approximately 11:03 a.m. Ms. Morton noted that no actions or votes were taken during Executive Session.

IV. New Business:

No new business was discussed.

V. Adjournment:

On a motion made by Ms. Pierre and seconded by Mr. Morgan, the meeting adjourned at 11:04 a.m.

Respectfully Submitted:

Chelsea Turner
Director of Government Regulatory and Operational Affairs
Connecticut Lottery Corporation