

**NEW HAMPSHIRE LOTTERY® COMMISSION**  
**14 INTEGRA DRIVE, CONCORD, NEW HAMPSHIRE 03301**  
**MINUTES OF COMMISSION MEETING**  
**WEDNESDAY, NOVEMBER 18, 2009 10:30 AM**

**PRESENT:**

Richard J. Campbell, Jr., Chairperson  
Paul J. Holloway, Commissioner  
Debra M. Douglas, Commissioner  
Rick Wisler, Executive Director  
Diane Campbell, Administrative Assistant  
Maura McCann, Programs Information Officer  
Georges Roy, Administrator III  
Barry Bodell, Business Supervisor  
Robert Preston, Games Manager  
Rose Longo-White, Griffin, York & Krause, Inc. (GYK)  
Patrick Griffin, GYK  
Travis York, GYK  
Moe Pepin, SGI  
Liz Dimmick, SGI  
Ed Dupont, Dupont Group/SGI  
Jim Bouley, Dennehey & Bouley  
Alex Koutroubas, Dennehey & Bouley  
George Fotopoulos, Intralot

Commissioner Campbell convened the Commission meeting at 10:30 a.m.

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

Commissioner Holloway made a motion, seconded by Commissioner Douglas, to accept the minutes as presented. So voted, unanimous.

**PRESENTATION OF A LOTTERY GAME BY MARC GROZ:**

Marc Groz provided the Commission with his background experience. Mr. Groz is the owner/inventor of TransIdea® intellectual property, a portfolio that includes patented and patent-pending financial instruments, gaming systems, valuation methods, mechanisms for protecting digital privacy. Mr. Groz is the author of Forbes® Guide to the Markets. Mr. Groz stated that in 2000, he invented the Nu Lots™ Lottery, in which a portion of a player's lottery ticket value ("the residual value") would be held back from the game and instead be invested in an account-preferably a long-term investment account- for the benefit of the player and/or his beneficiaries. Mr. Groz expressed to the Commission his interest in contracting with the New Hampshire Lottery. He stated the system could be structured or customized to the Lottery's wishes and emphasized he felt the Nu Lots™ Lottery would help raise additional revenues for New Hampshire. A brief discussion was held after the presentation with questions being answered.

**3. ACTION ON MEGA MILLIONS GAME:**

Director Wisler asked for Commission approval to allow New Hampshire to begin selling Mega Millions lottery tickets with the first on sale date of January 31, 2010. The vast majority of participating Powerball states are expected to begin Mega Million sales on January 31, 2010. It was reported that the anticipated launch date of MegaMillions in Maine is July, 2010 and January 31, 2010 in Vermont. Maura McCann stated that the advertising budget was being reallocated to support the Mega Millions game. Commissioner Douglas made a motion, seconded by Commissioner Holloway, to approve the sale of Mega Millions in New Hampshire, to begin on January 31, 2010. So voted, unanimous.

**4. COMMISSION VOTE TO APPROVE INITIAL PROPOSAL FOR SW 5000 MULTI-STATE LOTTERY GAME RULES:**

Director Wisler announced that the rules being presented were the initial proposal of generic rules for all Multi-State Lottery Association games which will cover Powerball, Hot Lotto, Mega Millions, and changes to the subscription program to allow subscription sales at retail terminals, based on a law change this year. Commissioner Holloway made a motion, seconded by Commissioner Douglas, to approve the initial proposal for Sw 5000, Multi-State Lottery Association Game Rules. So voted, unanimous.

**5. TRI-STATE REPORT:**

Commissioner Campbell stated the last Tri-State Commission meeting was held in Concord on November 6, 2009. The Finance Report revealed an 18.29% increase in sales compared to last fiscal year. The Marketing Committee discussed the lottery's branding effort focusing on colors to help identify the New Hampshire Lottery. In December Maine & Vermont will share their advertising materials for the Pick 3 and Pick 4. The Development Committee announced that Maine Lottery will retain NL Partners for the next three years. Commissioner Campbell stated that New Hampshire and Vermont are scheduled to launch Mega Millions on January 31, 2010.

Mega Millions sales in Maine are pending approval and will probably launch July, 2010. The Maine Lottery launched Hot Lotto in October successfully. The 12 days of winning Holiday Promotion will start on December 14, 2009. Maura McCann introduced a draw auditing service Request for Proposal, submitted to the Tri-State Lotto Commission for review and if approved in December will go out shortly thereafter. The Tri-State Commission approved the changes to the Pick 3 and Pick 4 rules. The next Tri-State Commission meeting will be held on December 4, 2009 at 10:30 a.m. A brief discussion was held on New Hampshire's sales for Megabucks and Megabucks Plus over the past year, as compared to Maine and Vermont, reflected in the Tri-State financial reports. A review of the sales figures will be done.

**6. ADVERTISING:**

Maura McCann updated the Commission on the status of the Lottery's Fiscal Year 2009 annual report. Ms. McCann stated a couple of holiday television spots will be filmed tomorrow in Concord and anyone is welcome to view. Travis York of GYK indicated Replay survey results are expected to be ready for the next meeting and a more in depth Replay data analysis by a selected vendor will begin next Tuesday. Patrick Griffin stated by bringing in an outside party specializing in data analysis, it will provide a much more comprehensive and objective analysis. A brief discussion was held on the presentation of an internet game idea by Steve McCarthy at last month's meeting. Director Wisler will be contacting Mr. McCarthy shortly with a response.

**7. OTHER BUSINESS:**

A brief discussion was held on today's presentation by Marc Groz. The Commission expressed that it was an interesting concept. The advertising agency suggested that a possible survey be available to Replay players to determine the interest level. A thorough review of tax matters, plan administration, legalities, and other details will need to be done before any decision is made.

Georges Roy, Administrator III, stated that the LBA's fiscal year audit observations of the Lottery were pending.

Commissioner Douglas made a motion, seconded by Commissioner Holloway, to adjourn the Commission meeting at 12:20 p.m. So voted, unanimous.

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Richard J. Campbell, Jr., Chairperson

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Paul J. Holloway, Commissioner

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Debra Douglas, Commissioner