

## **NEW JERSEY STATE LOTTERY COMMISSION**

### **PUBLIC MEETING, AUGUST 16, 2007**

Chairman D'Anton called the Commission meeting into session at 11:00 AM in the Lottery Office located at One Lawrence Park Complex, Lawrenceville, New Jersey.

#### **COMMISSION MEMBERS PRESENT**

Robert D'Anton, Chairman  
Robert Slater, Vice Chairman  
James McGuire, Commissioner  
Robert Smartt, Treasurer Designee

William Jourdain, Acting Executive Director  
Marc Krefetz, Deputy Attorney General

#### **STAFF**

Regina Arcuri  
Linda Baldwin  
Marilyn Blazovsky  
Denise Coleman  
Dominic Demarco  
Yoke DiGiorgio  
Robert Kersey  
Karen Kokoll  
Foster Krupa  
Jean Lin  
Steve Palmieri  
Mary Ann Rivell  
Ray Ryan  
Margaret Square  
Nick Wiener

#### **VISITORS**

Josh Arcus, Brushfire  
John Leonardi, Brushfire  
Joan Mueller, Brushfire  
Kathy Steepy, OMB

After the Pledge of Allegiance, Chairman D'Anton announced that the Lottery was in compliance with the provisions of the Open Public Meetings Act, and that adequate notice of the meeting had been provided in the manner prescribed by law.

Chairman D'Anton requested a motion to approve the minutes of the July 19, 2007 Commission Meeting. Commissioner McGuire made the motion, which was seconded by Vice Chairman Slater. Chairman D'Anton asked if there were any comments and there being none the motion carried.

#### **DIRECTOR'S REPORT**

Acting Executive Director Jourdain stated that the sales for the month of July totaled \$205.03 million, which is an increase of 39.5% over last year.

Acting Executive Director Jourdain stated that the contribution to the state for the month of July was \$68.2 million which is right on target.

Acting Executive Director Jourdain stated that they are looking into the issues of why the July 4th raffle ticket was not a success, which could be that it was the summer season and it not being a gift giving time. He also stated that there was not any TV advertising.

Acting Executive Director Jourdain stated the receipts and deposits that the Finance Unit received for the month of July totaled \$195 million.

Acting Executive Director Jourdain stated that the balance in the unclaimed prize reserve account is \$5.7 million.

Acting Executive Director Jourdain stated that plans have been finalized for the Pick 4 "Red Ball Double Up" as well as a Jersey Cash 5 coupon campaign.

Acting Executive Director Jourdain stated that the Sales Unit has developed an In-Store Annual Review program that will go into effect in the next few weeks. He stated that each sales person would use an evaluation form to review the retailer sales over the past two years to determine what can be done to improve these sales. He stated that all 6000 retailers would be evaluated.

Acting Executive Director Jourdain stated that the Retailer/Call Center handled 2,000 incoming calls during the month of July.

Acting Executive Director Jourdain stated that there were 87 security investigations conducted by the Security Unit.

Acting Executive Director Jourdain stated that there was \$10,403.25 collected for civil penalties, restitution or the value of cancelled winning tickets and audits.

Acting Executive Director Jourdain stated that there was a total of \$42,471.45 collected for the month of July through the efforts of the New Jersey Lottery and the Division of Taxation joint investigation project.

Acting Executive Director Jourdain stated that the Public Information Office has continued to support the "Not 18 Yet? No Bet!" campaign.

Acting Executive Director Jourdain stated that the Public Information Office created in-store posters for Lottery retailers who had sold one or more of the 519 "Independence Day Raffle" tickets.

Acting Executive Director Jourdain stated that all the drawings were held without incidence. He stated that they also conducted 15 Opt-In drawings for the month of July.

Acting Executive Director Jourdain stated that Lottery Day would be held today at Trenton Thunder and at the Atlantic City Surf on August 31<sup>st</sup>.

Acting Executive Director Jourdain stated that the Promotions Unit is in the process of negotiating professional basketball, football and hockey sponsorships for the upcoming 2007-2008 season.

Acting Executive Director Jourdain stated that IMS continues to work on the refresh of the New Jersey Lottery website. He stated that a completely redesigned website will be available to the public sometime in December.

Acting Executive Director Jourdain stated that Dolores Matos assumed the responsibility of managing the validations, instant ticket inventory and pool closing functions at the end of July. He stated that we are fortunate to have Ms. Matos experience and knowledge of the Lottery organization.

Acting Executive Director Jourdain stated that a meeting was held with the Division of Taxation and OIT to begin implementation of Public Laws of 2007, Chapter 106 to expand matches and garnishments of Lottery winnings to other State agencies including tax debt.

Acting Executive Director Jourdain stated that this concludes the Director's Report.

Chairman D'Anton asked if there were any comments.

Vice Chairman Slater asked about the agent licensing renewals matching against the homeland security hot list comparison.

Acting Executive Director Jourdain stated that because of the confidential nature of this matter, it should be discussed in Executive Session, however Deputy Attorney General Richard Evert is not available and that we could possibly conduct this at next month's meeting.

Vice Chairman Slater suggested that something be put in writing for the commissioners to review.

Deputy Attorney General Marc Krefetz suggested that we go into Executive Session at the end of the public meeting.

Vice Chairman Slater asked about the County Colleges and co-op advertising on topics of "Where the Money Goes." He stated that a lot of the people who attend county colleges do not know that the New Jersey Lottery funds them.

Acting Executive Director Jourdain stated that they would look into this.

Chairman D'Anton stated that he would like to know the number of students who have been accepted to county colleges and how many are moving on to the four-year colleges.

Chairman D'Anton asked if there were any other comments to the Director's Report and there being none, asked for a motion to approve the Director's Report. The motion was made by Commissioner McGuire, which was seconded by Vice Chairman Slater.

### **NEW BUSINESS**

Chairman D'Anton asked about the "\$1,000,000 Explosion" instant ticket and stated that if someone won the \$1,000,000 prize and requested cash they would be awarded \$650,000 unless they took the annuity. He asked why they couldn't receive the \$1,000,000 in cash.

Acting Executive Director Jourdain stated that we can look into this for the future. He stated that we currently advertise the Mega Millions jackpot and what the cash value of that would be.

Chairman D'Anton asked for a motion to approve the instant ticket game rules for "\$1,000,000 Explosion," "Dreams of Gold," "Deal or No Deal" and "Magnificent 7's." Commissioner McGuire made the motion, which was seconded by Vice Chairman Slater. Chairman D'Anton asked if there were any comments and there being none the motion was carried.

### **EXECUTIVE SESSION**

Deputy Attorney General Marc Krefetz stated that the Chairman of the Board has requested that we will be entering into Executive Session in order to talk about licensing and security matters, and under the advice of counsel it will not be open to the public under the rules of the sunshine law but will be kept on record.

### **ADJOURNMENT**

Chairman D'Anton asked if there was any other business to be discussed in open public meeting and there being none, asked for a motion to adjourn. Vice Chairman Slater made the motion, which was seconded by Treasurer Designee Smartt.

I HEREBY CERTIFY that the foregoing is a true and correct copy of the minutes of the New Jersey Lottery Commission meeting held on July 19, 2007.

IN WITNESS WHEREOF, I hereby set my hand on

the \_\_\_\_\_ day of \_\_\_\_\_, 2007.

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William T. Jourdain  
Acting Executive Director