

**NEW JERSEY STATE LOTTERY COMMISSION**

**PUBLIC MEETING, DECEMBER 20, 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 (by phone)  
Robert Slater, Vice Chairman (by phone)  
Daniel Becht, Commissioner (by phone)  
Kathy Steepy, Treasurer Designee

William Jourdain, Acting Executive Director  
Marc Krefetz, Deputy Attorney General  
Sharon Price Cates, Gov. Auth. Unit (by phone)

**STAFF**

Regina Arcuri  
Marilyn Blazovsky  
Lou Cleary  
Nancy Coccia  
Denise Coleman  
Dominic DeMarco  
Yoke DiGiorgio  
Karen Kokoll  
Foster Krupa  
Steve Palmieri  
Ray Ryan  
Margaret Square  
Nick Wiener

**VISITORS**

Warren Brody, Mercadien  
Eugene Elias, Mercadien

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 November 13, 2007 Commission Meeting. Vice Chairman Slater made the motion, which was seconded by Commissioner Becht. 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 November totaled \$192.54 million, which is an increase of 2.9% over last year.

Acting Executive Director Jourdain stated that we are 6.8% ahead of our budget target for FY'08.

Acting Executive Director Jourdain stated that the receipts and deposits that the Finance Unit received for the month of November totaled \$202 million.

Acting Executive Director Jourdain stated that the cumulative outstanding accounts receivable balance as of November 30 was over \$7 million.

Acting Executive Director Jourdain stated that the balance in the annuity investment accounts totaled \$686 million as of November.

Acting Executive Director Jourdain stated that preparations began for a \$7 instant match promotion for January 2008.

Acting Executive Director Jourdain stated that the \$1,000,000 Explosion \$20 instant game continued with strong sales making it the top selling non-core game for the month of November.

Acting Executive Director Jourdain stated that the sales unit spent the month of November participating in various radio van tours throughout the state promoting the raffle game.

Acting Executive Director Jourdain stated that the sales unit is finishing the Quick Chek test, which has been very successful. He stated that the two test stores showed about a 100% increase in instant ticket sales over the four-week test period.

Chairman D'Anton requested the sales numbers.

Acting Executive Director Jourdain stated that we would have a detailed report for the commissioners at the next commission meeting.

Chairman D'Anton asked what Quick Chek revenues versus 7-11 revenues were for the Lottery.

Acting Executive Director Jourdain stated that they will get a detailed report of the number of stores in the chain and will do some comparatives.

Acting Executive Director Jourdain stated that the Retailer Customer Call Center handled 1,992 incoming calls during the month of November.

Acting Executive Director Jourdain stated that there were 121 security investigations conducted by the Security Unit.

Acting Executive Director Jourdain stated that there are 6,216 retailer licenses issued as of November 30, 2007.

Acting Executive Director Jourdain stated that the Public Information Office continues to work with Information Management Systems to update and establish an additional "In the News" and "Beneficiaries" pages on the Lottery website.

Acting Executive Director Jourdain stated that last month the commissioners raised some concerns about the "beneficiaries" being a secondary message. He stated that we are trying to address that through the website and with some future initiatives in conjunction with some of our marketing efforts.

Acting Executive Director Jourdain stated that we participated in the NJEA convention in Atlantic City and also the League of Municipalities during the month of November.

Acting Executive Director Jourdain stated that IMS is in the process of finalizing the new lottery website and we will have a preview for the commissioners at the next commission meeting.

Acting Executive Director Jourdain stated that there are 127,360 members in the VIP Club.

Acting Executive Director Jourdain stated that the Operations Unit reports that there were 36 social security number matches between the files from the Departments of Human Services and Community Affairs and the Higher Education Student Assistance Authority and Lottery winners, which totaled \$5,941.25 in arrears.

Acting Executive Director Jourdain stated that the Validation staff received and sorted 3,304 claim forms during the month of November and awarded a total of \$11.4 million to winners and retailers during the month of November.

Acting Executive Director Jourdain stated that ongoing discussions continue with the Division of Taxation and OIT on implementation of Public Laws of 2007, Chapter 106 to expand matches and garnishments of Lottery winnings to other areas including tax debt.

Acting Executive Director Jourdain stated that the Facilities Manager, Linda Baldwin has transferred to the division of Purchase and Property as the Chief of Staff. He stated that Ms. Baldwin has had many years of state service and has done an admirable job at the Lottery and wish her well in her new job. He stated that Tom Weber of our Security unit has resumed her responsibilities at Lottery.

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

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

## **NEW BUSINESS**

Chairman D'Anton asked for a motion to approve the 2008 Commission Meeting schedule. Commissioner Becht made the motion which was seconded by Vice Chairman Slater. Chairman D'Anton asked if there were any comments.

Acting Executive Director Jourdain requested that the January 17, 2008 date be changed to either January 15 or 22 due to a necessary training session for departmental directors and deputy directors being held on that date.

Chairman D'Anton suggested that the date of the January 17, 2008 commission meeting be changed to January 22, 2008 and requested a motion to approve the 2008 Commission Meeting schedule with the date change. Commissioner Becht made the motion which was seconded by Vice Chairman Slater. The motion carried.

Chairman D'Anton asked for a motion to approve the instant ticket game rules for "Monopoly," "Joker's Wild" and "\$1,000,000 Fortune." Vice Chairman Slater made the motion, which was seconded by Commissioner Becht. Chairman D'Anton asked if there were any comments and there being none the motion was carried.

## **MISCELLANEOUS**

Chairman D'Anton asked how much we spent on advertising for the raffle game.

Acting Executive Director Jourdain stated that the advertising budget was a little over \$1 million and we advertised on spot cable and radio. He stated that we are putting out a newspaper ad two days after Christmas to remind the players of the upcoming drawing and the limited quantity of tickets left.

Chairman D'Anton asked if there was any advertising to buy them for Christmas presents.

Acting Executive Director Jourdain stated that in the press releases we stated that it would be a great holiday gift.

Vice Chairman Slater asked how much of the advertising budget we had to spend to sell 50% of the raffle tickets.

Acting Executive Director Jourdain stated that we spent about \$750,000 in November to get most of the message out and the remaining budget of \$300,000 was allocated towards the month of December.

Vice Chairman Slater asked if they could get a chart at the next commission meeting starting with the November 19<sup>th</sup> date of the sales by day and the airing of media which would give a clear understanding of the impact of advertising.

Chairman D'Anton stated that at the Giant and Jet's football games there is the same advertising for lottery during the first quarter and asked if it would cost any extra to advertise this raffle during that time at those events where there is an audience of 80,000 people.

Acting Executive Director Jourdain stated that we did make arrangements with NJSEA and stated that the raffle ad is prominent and it is part of the scrolling message on the marquee in front of the Meadowlands.

Chairman D'Anton stated that there is an actual advertisement for the lottery on the big screen every first quarter and he felt that would be a good place to advertise the raffle.

Acting Executive Director Jourdain stated that they would reach out to the Giants and see if that message can be changed.

Acting Executive Director Jourdain stated that we recently had a top tier winner from New Jersey for the Mega Millions. He stated that we shared the top prize with Illinois Lottery. He stated that we have not heard from the winners yet but the ticket was sold in Morris County and the annuity prize is \$81.5 million.

Vice Chairman Slater stated that if there is an event for the Mega Millions winner he suggested trying to promote the Stars program with it so that people would be aware of it.

**EXCECUTIVE SESSION**

Acting Executive Director Jourdain stated that there is no need for an Executive Session at this time.

**ADJOURNMENT**

The commissioners wished everyone a happy and safe holiday.

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

I HEREBY CERTIFY that the foregoing is a true and correct copy of the minutes of the New Jersey Lottery Commission meeting held on December 20, 2007.

IN WITNESS WHEREOF, I hereby set my hand on

the \_\_\_\_\_ day of \_\_\_\_\_, 2008.

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William T. Jourdain  
Acting Executive Director