



STATE OF OKLAHOMA  
OKLAHOMA LOTTERY COMMISSION  
OFFICIAL MINUTES

October 1, 2014

The Oklahoma Lottery Commission Retail Advisory Board held its regularly scheduled meeting October 1, 2014 at 11:00 a.m. The Meeting was held in the Conference Room of the offices of the Oklahoma Lottery Commission at 3817 North Santa Fe Avenue, Oklahoma City, Oklahoma. In compliance with the Open Meetings Act, 25 O.S. § 301 et seq., the agenda for this meeting was posted at the main and side building entrances of the Centennial Business Building at 3817 North Santa Fe Avenue, Oklahoma City, Oklahoma. The agenda was also posted to the Oklahoma Lottery Commission's website. The agenda is attached as Exhibit A.

**AGENDA ITEM 1:**

CALL TO ORDER. Scott Moulton called the meeting to order at 11:00 a.m. The roll of Board members was called to establish quorum.

Board members present were:

- Michael Alberty;
- Kathy Brakefield;
- Raymond Pang;
- Ryan Raines;
- Kenny Smith;
- Thomas Walters;
- Jennifer Williams;
- Steve Woodley.

Board members absent were:

- Max Ayub;
- Tom Hudson;
- Raymond Pang.

Based on the result of the roll call, a quorum was declared present.

Others in attendance were: Rollo Redburn; Nikki Phipps; LaToshya Riley; Scott Moulton; Sonia Horner; John Hayes; Sylvette Olmeda; Mary Martha Ford; and Brandie Reisman.

**AGENDA ITEM 2:**

ANNOUNCEMENT OF FILING OF REGULAR MEETING NOTICE AND POSTING OF THE AGENDA IN ACCORDANCE WITH THE OPEN MEETINGS ACT. Sylvette Olmeda verified that proper public notice was made with regard to the October 1, 2014 regular meeting, in accordance with the Open Meetings Act and that all necessary steps had been taken to remain in compliance with the Act.

READING AND APPROVAL OF MINUTES. (Exhibit B) Mr. Albery moved that the reading of the minutes of the February 27, 2013 Regular Meeting be waived and approved as published and distributed. The motion was seconded by Mr. Smith. The motion passed.

**AGENDA ITEM 3:**

EXECUTIVE DIRECTOR'S REPORT: Mr. Redburn gave an oral presentation regarding the FY 14; FY 15 budget; updates in legislature; Sales and Marketing products; contribution sales; and lottery ticket cashing policy. Mr. Redburn then went into detail regarding revenues and projected sales vs. actual sales.

**AGENDA ITEM 4:**

SALES UPDATE: Mr. Moulton gave an oral presentation regarding current lottery sales; FY2015 projected sales vs. FY2014 projected sales; product/jackpot analysis; instant ticket sales vs. payouts; daily games overview; past and current jackpots; and scratcher monthly launches. Mr. Moulton then addressed some potential draw games changes and discussed retailer weekly invoices and Poker Pick.

**AGENDA ITEM 5:**

MARKETING STRATEGIC PLAN: Mr. Moulton gave an oral presentation regarding price point mix; sales according to the price point mix; monthly scratcher launches; daily games; local store marketing and merchandise; tri-jackpot signs; and lottery in motion advertising service (LIMS).

**AGENDA ITEM 6:**

PRESENTATION OF NEW OLC PROMOTIONS. Mr. Moulton gave an oral presentation regarding trail ticket messages; second chance drawings; upcoming games; and upcoming promotions. Ms. Reisman went in detail about the Powerball and Poker Pick cross promotion, Thunder Up promotions, Tech the Halls promotion, and the Harley Davison promotion.

**AGENDA ITEM 7:**

UPCOMING NEW GAMES. Mr. Moulton gave an oral presentation of the upcoming games and draw game changes. Mr. Redburn then went into details about the changes on Powerball, potential changes in Hot Lotto and the Monopoly Millionaires Club game that will be offered by other lotteries later in October.

**AGENDA ITEM 8:**

DISCUSSION AND POSSIBLE ACTION REGARDING CALENDAR YEAR 2015 MEETING DATES FOR THE LOTTERY COMMISSION RETAILER ADVISORY BOARD. Mr. Albery moved to approve February 11, 2015 and October 7, 2015 as the next Retailer Advisory Board meeting dates. The motion was seconded by Ms. Williams. The Chair ordered a roll call with the following results:

ROLL CALL VOTE:	Mr. Albery	Yes
	Ms. Brakefield	Yes

Mr. Raines	Yes
Mr. Smith	Yes
Mr. Waters	Yes
Ms. Williams	Yes
Mr. Woodley	Yes

THE RESULT WAS SEVEN VOTES IN THE AFFIRMATIVE AND NONE OPPOSED.  
THE MOTION PASSED.

**AGENDA ITEM 9:**

NEW BUSINESS. No new business.

**AGENDA ITEM 10:**

ADJOURNMENT. The Board adjourned by general consent.

OFFICIAL MINUTES:

The action taken by the Oklahoma Lottery Commission Retailer Advisory Board on the items for consideration after motion duly made and seconded has been noted herein and made a part of these minutes. The Board caused the entire proceeding of the meeting, excepting any executive sessions, to be recorded on a digital audio recording device to be retained as a record in the office of the Board.

Exhibits are A through B.

Minutes Approved by Retailer Advisory Board on February 11, 2015.