



STATE OF OKLAHOMA
OKLAHOMA LOTTERY COMMISSION
OFFICIAL MINUTES

February 11, 2015

The Oklahoma Lottery Commission Retail Advisory Board held its regularly scheduled meeting February 11, 2015 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;
- Tom Hudson;
- Kenny Smith;
- Thomas Waters;
- Jennifer Williams;
- Steve Woodley.

Board members absent were:

- Max Ayub;
- Raymond Pang;
- Ryan Raines.

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

Others in attendance were: Rollo Redburn; LaToshya Riley; Scott Moulton; Sonia Horner; 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 February 11, 2015 regular meeting, in accordance with the Open Meetings Act and that all necessary steps had been taken to remain in compliance with the Act.

AGENDA ITEM 3:

READING AND APPROVAL OF MINUTES. (Exhibit B) The Retailer Advisory Board moved to read and approve the minutes of the October 1, 2014 Regular Meeting. Mr. Smith made a motion to approve the minutes. The motion was seconded by Mr. Alberty. The motion passed.

AGENDA ITEM 4:

SALES UPDATE: Mr. Moulton gave an oral presentation regarding FY15. Mr. Moulton discussed FY product analysis; sales overview; jackpot games; and daily games sales.

AGENDA ITEM 5:

MARKETING STRATEGIC PLAN: Mr. Moulton gave an oral presentation about inventory management; scratcher price point mix; local store marketing items; and Lottery in Motion (LIMS). Mr. Moulton discussed LIMS installation and functions.

AGENDA ITEM 6:

PRESENTATION OF NEW OLC PROMOTIONS: Mr. Moulton gave a presentation about previous promotions and their winners; ongoing promotions; and upcoming promotions. Ms. Reisman gave supporting information about all the promotions.

AGENDA ITEM 7:

UPCOMING NEW GAMES: Mr. Moulton gave an oral presentation of upcoming scratchers games and potential changes for Powerball.

AGENDA ITEM 8:

EXECUTIVE DIRECTOR'S REPORT: Mr. Redburn gave a presentation about the current Legislative session and its potential effects on the Lottery. He explained every relevant Bill to the Advisory Board members.

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.

Minutes Approved by Retailer Advisory Board on October 11, 2017.