

Oklahoma Lottery Commission

Retailer Advisory Board

Minutes

Conference Room
Oklahoma Lottery Commission
3817 North Santa Fe
Oklahoma City, OK 73118

February 25, 2009
11:00 a.m.

1. Call to Order. Roll Call and Announcement of Quorum.

Meeting was called to order by Mary Martha Hall 11:03 with roll call and attendance. Attendance had a quorum and meeting notice was properly posted.

Board Members in attendance:

Tom Hudson, Stripes	Larry Pooler, Phryogy's Town and Country
Sherry Hanson, Kum & Go	Kwai Wah Pang, Flash Mart
Mike Alberty, Snackers	Mike Beighey, Murphy USA
Tammy Williams, Station II	Bob Markham, Buy 4 Less

Others in attendance:

Katy Smith, OLC	Chad Guest, OLC
Mary Martha Hall, OLC	Dirk Topinka, OLC
Ricky McCullough, OLC	Cynthia Reece, OLC
Rollo Redburn, OLC	Jim Scroggins, OLC
Sonia Horner, OLC	

2. Announcement of Filing of Regular Meeting Notice and Posting of the Agenda in Accordance With the Open Meeting Act.

Rollo Redburn explained to group that the advisory board meeting falls under the open meeting act. Requirements of the open meeting act was handed out to attendees. This meeting and future meetings will be held according to the open meeting act and all minutes will be posted on the OLC website. Mr. Redburn explained meeting and posting requirements.

3. Discussion of new meeting format in compliance with the Open Meeting Laws.
4. Update from Lottery's Executive Director.

Jim Scroggins updated the Board about the status of the request by the Lottery Board of Trustees that the legislature remove the 35% profit restriction from the Lottery Act. Mr. Scroggins said the effort by the advisory board has helped. Sherri Hanson requested a letter describing the issue that could be used as a form letter. Kwai Pang has requested a link on the lottery website that retailers would access to send a letter straight to the legislature. Rollo Redburn indicated that OLC will review the possibility of creating something on our web site that will facilitate the retail network informing the legislature of their concerns. Additional discussion followed regarding why the proposal is not being heard in the legislation. Jim Scroggins and Rollo Redburn left for a

meeting at 11:37am.

5. Sales Update

Mary Martha Hall sales update. Goal for the year was amended and the new goal is \$191,100,000. Currently sales are down 6.7% due to the profit restrictions and to economic factors, including gas prices and unemployment rate was.

Current sales are at \$129,233,026 at 68% of goal year to date.

Mike Beighey suggested changing the prize structure on \$1 games to a higher prize payout. Mary Martha Hall explained prize structure payout with research behind a meaningful win to a lottery player. All feedback will be taken back to the lottery instant ticket developer and marketing manager. The lottery is always looking for new ways to improve sales and create a winning experience for the consumer. If a member has any ideas to promote sales, they should contact their corporate account manager or marketing sales representative. Marketing will also look at different promotions of buy x get y.

6. Presentation of new OLC Scratchers

Ricky McCullough presented new scratchers. New scratchers are \$1 Line Em Up, \$1 Cash to Go, \$2 3-D Cube Cash, \$2 Lucky Cherry Doubler, \$2 Black Gold

Launching in March: \$1 All the Marbles, \$1 Spicy 9's, \$1 Oklahoma Twister, \$2 Power 7's, \$2 Bingo, \$5 Mustang Money

Ricky asked how the new tickets are in the stores. Board members said that were glad to see new tickets.

7. Presentation of new OLC promotions

Katy Smith presented the promotions. Board Members like the new ad that is running. Mustang Money kicks off March 31st. Non winning tickets will need to be submitted to win the 4 Mustangs. Four drawings for the Mustangs will be held. Player's Club 2nd Chance Promotion players can submit OKC Thunder and Aces High to win one of 25 \$100 winners. Fun in the Sun Power Play Promotion is \$5 with powerplay a \$10 transaction. The consumer can submit entry by mail or online. Top prizes are vouchers for vacations (5) and 20 cash prizes of \$500. Entry will print thru the terminal as a trail ticket.

8. Discussion regarding PAT functionality and POS in retail locations.

POS items in the stores that are available include the curb sign, penny holders, "play here" easel sign, "play here" LED sign, metal pole sign, carmanagh window sign, acrylic scratcher holders. Retailer can ask for any of these items from their sales representative. Kwai Pang has requested the counter mat. Sherri Hanson has asked for the scratchers. Tom Hudson requested a piece for cooler doors. Ricky McCullough showed the lane dividers for grocery stores. Sherri Hanson suggested "next register please", also a motion sensed piece that said "woo hoo". Kwai Pong has requested the winning numbers be able to update on playstation and jackpot totals be on playstation. Larry Pooler suggested adding a dry erase board to the acrylic piece.

Ricky McCullough introduced the members to a PAT machine. The members discussed various functionalities of the PATs including programming in Spanish. Group discussed how large they are and that they are designated for travel centers and grocery stores.

9. Discussion and Possible Action regarding remaining calendar year 2009 meeting dates for the Lottery Commission Retailer Advisory Board

Next meeting is scheduled for April 22nd at 11:00 am, Wednesday: Sherry Hanson made a motion that the next meeting be April 22nd, Mike Alberty seconded the motion. Voting "yes: were Bob Markham, Tom Hudson, Kwai Pang, Mike Alberty, Sherry Hanson, Mike Beighey, Tammy Williams and Larry Pooler

10. New Business

Mike Alberty would like to have the board members names in the newsletter and where they are located. He would like the board members and the retail advisory board listed in the newsletter. Tom Hudson has requested his name not be on the list. Mary Martha Hall suggested we do an article about the retail advisory board in the next letter and the OLC could field phone calls.

11. Adjournment.

Sherry Hanson made a motion to adjourn. Bob Markham seconded.

Adjourned at 1:25pm