



STATE OF OKLAHOMA  
OKLAHOMA LOTTERY COMMISSION  
OFFICIAL MINUTES

February 19, 2014

*Date*

The Oklahoma Lottery Commission Retail Advisory Board held its regularly scheduled meeting February 19, 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. Mary Martha Ford 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;
- Tom Hudson;
- Raymond Pang;
- Ryan Raines;
- Kenny Smith;
- Thomas Waters;
- Jennifer Williams.

Board members absent were:

- Max Ayub;
- Kathy Brakefield;
- Steve Woodley.

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

Others in attendance were: Rollo Redburn; Shannon Gabbert; LaToshya Riley; Scott Moulton; Ricky McCullough; Sonia Horner; John Hayes; Mary Martha Ford; Brandie Reisman; and Bryan Colbert.

**AGENDA ITEM 2:**

ANNOUNCEMENT OF FILING OF REGULAR MEETING NOTICE AND POSTING OF THE AGENDA IN ACCORDANCE WITH THE OPEN MEETINGS ACT. Shannon Gabbert verified that proper public notice was made with regard to the February 19, 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.

**AGENDA ITEM 3:**

READING AND APPROVAL OF MINUTES. (Exhibit B) Mr. Smith 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. Hudson. The motion passed.

**AGENDA ITEM 4:**

EXECUTIVE DIRECTOR'S REPORT: Mr. Redburn gave an oral presentation regarding current and upcoming legislation that could affect the lottery. Mr. Redburn then went into detail regarding the lottery's bill, the Self Exclusion Program, which would aid problem gamblers.

**AGENDA ITEM 5:**

SALES UPDATE: Mr. Moulton gave an oral presentation regarding current lottery sales and FY2015 projected sales; product/jackpot analysis; instant ticket sales vs. payouts; and beneficiary contributions.

**AGENDA ITEM 6:**

MARKETING STRATEGIC PLAN: Mr. Moulton gave an oral presentation regarding changes in scratcher launches, which are returning to monthly; short run games; inventory management; local store marketing and merchandise; and upcoming promotions.

**AGENDA ITEM 7:**

PRESENTATION OF NEW OLC PROMOTIONS. Mr. Moulton gave an oral presentation regarding trail ticket messages; second chance drawings; upcoming games; and Poker Pick, which launches in September.

**AGENDA ITEM 8:**

DISCUSSION AND POSSIBLE ACTION REGARDING CALENDAR YEAR 2013 MEETING DATES FOR THE LOTTERY COMMISSION RETAILER ADVISORY BOARD. Mr. Smith moved to approve October 1, 2014 as the next Retailer Advisory Board meeting date. The motion was seconded by Mr. Hudson. The Chair ordered a roll call with the following results:

ROLL CALL VOTE:	Mr. Alberty	Yes
	Mr. Hudson	Yes
	Mr. Pang	Yes
	Mr. Raines	Yes
	Mr. Smith	Yes
	Mr. Waters	Yes
	Ms. Williams	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 October 1, 2014.