



WYOMING LOTTERY CORPORATION

Board Meeting Minutes

April 27, 2018

Lander, WY

Board Members Present: Sandi Chitwood-Chairman, Jim Whalen-Vice Chairman, Gerry Marburger-Treasurer, Dave Bonner-Secretary, Jim Willox

Board Members via Teleconference: Ross Newman, Mary Throne, and Gina Monk

Board Members Absent: Sandra Wallop

Staff Members Present: Jon Clontz-CEO, Robin Reining-COO, Loy Jackson-CFO, and Maira Oppe

Staff Members via Teleconference: Alisha Pineda-Player Services & Marketing Manager and Dave Stevens-Security Manager

Guests via Teleconference: Jeff Hewitt-Intralot, Jennifer Bohling-Intralot, Matt Kaufman-Legal Counsel, Mark Larsen-WPMA

Establish Quorum: Chairman Chitwood called the meeting to order at 8:05 a.m. with a roll call of board members and staff members. All guests were welcomed.

Approval of Meeting Minutes: The motion was made to approve the minutes from the January 22, 2018 quarterly board meeting with amendments. The motion was seconded and the motion passed by a unanimous 8/0 vote.

Finance & Accounting Report: Loy Jackson presented Quarter 3 Financials. Motion made by Treasurer Marburger to accept the Quarter 3 Financials as presented. The motion seconded by Vice Chair Whalen and the motion passed by a unanimous 8/0 vote.

Loy Jackson provided the following financial updates:

Q3 Financials:

Loy Jackson presented Q3 financial highlights from the balance sheet, profit & loss, and budget v. actual.

Fiscal Year '19 Budget Review: Loy Jackson and Robin Reining presented the FY19 Operational Budget. Board Member Jim Willox had questions regarding what expenses were

included in the IT line item. Robin Reining listed the items included. Board Member Willox asked that we further breakout this line item to be more descriptive of what expenses are included for more visibility.

Approval for FY19 Operational Budget was postponed until the June Special Session to include updates.

Responsible Gambling Fund: Robin Reining reviewed the FY19 Responsible Gambling Budget for approval. Discussed how to bring more visibility to Responsible Gambling Expenses on our financials. Robin Reining and Loy Jackson agreed to evaluate it.

Motion made by Treasurer Marburger to approve FY19 Responsible Gambling Budget. Motion seconded by Board Member Jim Willox.

Marketing & Sales Report: Robin Reining provided the sales updates including Round-Up sales, and discussed sales projections for FY'19. Ms. Reining also provided marketing updates to include public relations, social media accounts, website traffic and player emails.

A campaign update was given regarding the University of Wyoming (UW) Mountain West Conference Basketball Tournament Giveaway. This update discussed the number of entries, social posts from both WyoLotto and UW, and our winner. Also discussed in campaign updates was the trigger campaign for Cowboy Draw. Four trigger campaigns were launched in Quarter 3 to encourage game play.

Wyoming Responsible Gambling Coalition Campaign (WRGC):

Robin Reining gave an update on the WRGC Campaign that was executed from January 18 – April 11. This campaign included in-store POP refresh, PR, email, social, web and advertising amongst all media channels.

Robin Reining discussed the next steps for WyoLotto including the FY'19 Marketing Plan, retailer PAD installation, retailer forums and the Giving Back Video production.

Governance Update: The Revised Continued Background Check Policy was presented for approval. Board Member Jim Willox motioned to approve. The motion was seconded by Treasurer Marburger.

Executive Session: Treasurer Marburger motioned to move into Executive Session for legal counsel discussion. Motion seconded by Vice Chair Whalen.

Meeting Adjournment: Chairman Chitwood announced the closure of the meeting, with the motion being made by Secretary Bonner and seconded by Board Member Jim Willox. The motion passed with an 8/0 vote and the meeting was adjourned at 2:15 p.m.