

WYOMING LOTTERY CORPORATION
Board Meeting Minutes
Tuesday, July 30, 2024

Best Western Tower West Lodge
109 N US Highway 14-16
Gillette, WY 82716
In Person and Zoom Video Conference

Board Members in person: Gina Monk- Chairwoman, Todd Peterson- Vice Chairman, Dave Snyder- Secretary, and Jim Willox.

Board Members via Zoom: Gerry Marburger- Treasurer, Frosty Williams

Board Members not present: Mary Throne

Staff Members Present: Jon Clontz- CEO, Loy Jackson- CFO, and Jessica Baldwin- Executive Assistant

Guests Present: Matt Kaufman-Legal Counsel and Jessie Dafoe- Governmental Affairs Consultant

Establish Quorum:

Chairwoman Gina Monk called the meeting to order at 8:33 a.m. with a roll call of board members and staff members.

Agenda Approval:

Chairwoman Monk presented there were no additions or changes requested to the agenda.

Approval of the Minutes:

Minutes from April 26, 2024

Following a Motion from Jim Willox and seconded by Board Member Lori Brennan, the minutes were approved by a unanimous vote.

Minutes from June 28, 2024

Following a Motion from Vicechair Todd Peterson and seconded by Secretary Dave Snyder, the minutes were approved by a unanimous vote.

CEO Report:

Wyoming Lottery Corporation (WLC) CEO Jon Clontz reported and discussed the following:

- Transfer to the State of Wyoming
 - Over \$1.4 Million
- Keno Sales / KTDs
 - 70 KTD machines out around the State
 - Will be looking into adding lottery products to hotels
- New Building RFP / Moving forward with everything
 - The RFP went out about a week ago
 - 4 responses so far
 - 3 major construction companies from Wyoming
 - Meeting with them next week to do walkthroughs in the new building
 - Landscaping company
 - Having someone come out on a weekly basis to clean up around the outside
 - Taco Johns is continuing to pay rent
 - Weekly meetings regarding the new building

Question from Board Member Willox

1. Is the RFP asking contractors for a hard bid or qualifications and an estimate?
 - a. Answer:
 - i. There is a cap of \$650,000
 - ii. WLC will see what each contractor can do for \$650,000

Question from Chairwoman Monk

1. Is there a move in date?
 - a. Answer:
 - i. There is a “soft” date of February 2025, but the date is extremely flexible
 - ii. August of 2025 is when the current location for WLC lease expires
- WLC is still working on a new game (Cash Pop, etc.)
 - Will not be considered until the end of 2025 or the beginning of 2026 due to the new building, Mega Millions changes, etc.
 - The potential new game still needs to be researched
- Intralot Meetings
 - Bring Intralot into the WLC Performance Management System
 - Measure and set benchmarks
 - Will be meeting with Intralot and setting strategy meetings
 - Educate them on targets and benchmarks
 - Examples of targets and benchmarks
 - How often are the stores being visited
 - Formal reports
 - Fundamental accountability
- UW Sponsorship
 - Sideline Field Day for the Board Members
 - Working on finalizing everything for the upcoming season
- \$1.4 Million winner
 - Gave WLC permission to share their story on social media

- Working on capturing all winner stories, who are willing to share
- 10 Yr. Anniversary Celebration
 - August 28th
 - Governor Gordon is coming
 - Would like to have Governor Mead attend as he was the one who signed the bill
 - WLC invited people that were key to the lottery being established as well as the key individuals who support the lottery
 - 80 RSVPs so far for the event
 - Event will capture how much money has been given back to Wyoming and the winners
 - Commercial will be established regarding the 10 yr. anniversary
 - KFBC, Hits 106, CBS News Channel 5 interviews for the anniversary

Financial Report:

WLC CFO Loy Jackson presented an overview of the Financials. All Directors had received detailed statements prior to the board meeting. Statements are attached.

Questions from Board Members:

1. Jim Willox
 - a. Really likes the Reserve Funds Summary
 - i. It shows everything regarding the expenses for the new building
 - ii. It explains all that the WLC is doing with these funds
2. Vice Chairman Peterson and Chairwoman Monk
 - a. Responsible Gambling Funds – Where are these funds going?
 - i. Answer:
 1. The WLC gives money to the Department of Health for the treatment services for problem gamblers. The DOH never asks for funds and the WLC must push these funds to them. The DOH has not been proactive with problem gambling and COO, Robin Medina must set everything up to have a meeting regarding problem gambling.
 - a. WLC cannot act like a treatment provider
 - b. WLC can do billboards and spend funds on advertisements on where to go to get help
 - c. Problem Gambling Hotline
 - i. WLC pays for the brochures to get the hotline number out to consumers
 - d. Mr. Clontz will work on getting a meeting scheduled with the Director of Health or the Behavioral Health Specialist

Vice Chairman Peterson made a motion to approve the financials as presented. The motion was seconded by Board Member Gerry Marburger, and the motion passed by a unanimous vote.

Marketing Report:

WLC CEO Clontz presented the Marketing Report in COO Robin Medina's absence. All Directors had received detailed statements prior to the board meeting.

1. Corporate Campaign
 - a. A campaign to celebrate our 10-year anniversary and how much we have given back to Wyoming
 - i. Invites have been sent
 1. 80+ attendees
 2. Showcase the new video about giving back
 3. Open Bar
 4. Long tables for heavy appetizers
 5. AV and projector screen for speeches and video
 - ii. August 28th at the Met in downtown Cheyenne
 - b. Capture the authentic essence of Wyoming
 - c. Showcase WyoLotto's significant contribution to Wyoming
 - d. Celebrate 10 years of success and support from key stakeholders, players, retailers and communities
2. Execution of the corporate campaign
 - a. Video (TV and digital placements)
 - b. Social
 - c. Digital
 - d. Newspaper
 - e. Stakeholder communications
 - f. Player communications
 - g. Retailer communications
 - h. In-Store POP, including window clings, coasters, pad toppers, and pads
 - i. Website landing page
3. CD BOGO
 - a. Campaign runs during UW Football season
 - i. We have run this promotion for 6 years, so it is time to refresh the look and feel and add to the excitement with the new giveaway.
 1. Updated campaign
 - a. Added \$20,000 giveaway in December
 - i. This giveaway is only available on the Free (BOGO) CD ticket sold on Sundays after the Pokes win

Governance Report:

CEO Clontz, CFO Jackson and Matt Kaufman presented the Governance Report.

1. Wyoming Lottery / Capital Asset Policy
 - a. Guided by the auditors to be established
 - i. Subcommittee did approve this policy
 - ii. Basically this is memorializing in policy for the auditors

Board Member Marburger made a motion to adopt the fixed asset policy. The motion was seconded by Board Member Brennan, and the motion passed by a unanimous vote.

Legislative Update:

1. Currently in an election cycle and there is not much happening now
 - a. Things should start happening after the Primary Election
2. There is activity at the gaming commission
 - a. Potential restructuring of the gaming commission
 - i. Will not happen anytime soon however, the JAC committee is discussing
 - ii. Limit gaming
 1. Wait to see what happens / studies will continue
3. Question regarding the purchase of the new building
 - a. Press release regarding the new building
 - b. Got the attention of the Appropriations Committee
 - i. Nothing negative was said however, there are many legislators that do not know how the WLC is structured
 - ii. Chairman Nicholas was curious about how many state entities were in their own buildings

Executive Session:

The motion was made by Board Member Jim Willox to move into Executive Session. The motion was seconded by Board Member Snyder, and the motion passed by a unanimous vote.

Meeting Adjournment: Chairwoman Gina Monk announced the closure of the meeting with the motion to adjourn by Board Treasurer Marburger, seconded by Board Member Willox, and passed with a unanimous vote.