

**WYOMING LOTTERY CORPORATION**  
**Board Meeting Minutes**  
Tuesday, October 29, 2024

Wyoming Lottery Corporation  
1620 Central Avenue, Suite 100  
Cheyenne, WY 82001

In Person and Zoom Video Conference

**Board Members in person:** Todd Peterson- Vice Chairman, Dave Snyder- Secretary, and Lori Brennan.

**Board Members via Zoom:** Gina Monk- Chairwoman, Gerry Marburger- Treasurer, Jim Willox

**Board Members not present:** Frosty Williams

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

**Guests Present:** Matt Kaufman-Legal Counsel and Brandy Marrou- MH&P

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**Establish Quorum:**

Chairwoman Gina Monk called the meeting to order at 8:35 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.

**Executive Session:**

Board Member Jim Willox made a Motion to enter Executive Session, and the Motion was seconded by Board Secretary Dave Snyder

**Approval of the Minutes:**

Minutes from Tuesday, July 30, 2024

Following a Motion from Board Member Willox and seconded by Vice Chairman Todd Peterson, the minutes were approved by a unanimous vote.

## **CEO Report:**

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

- New opportunities to generate revenue
  - At the World Lottery Summit there was a heavy push for promotions including the NFL and NASCAR
    - The WLC would like to explore the NASCAR side of the promotion instead of the NFL because Wyoming does not have an NFL team
  - Raffle opportunity
  - Debit card / scratch tickets
- Intralot
  - Hosted a breakfast at the World Lottery Summit and CEO Clontz attended this meeting with most of the Directors who are clients of Intralot
    - They are interested in the Performance Management System; quarterly reviews and the fundamentals map that CEO Clontz has established
    - CEO Clontz discussed conversations with Nikkos and Richard regarding Intralot and what the WLC expects
      - WLC would like to see Intralot (including executive staff) in the field more and being readily accessible to retailers
      - Better accountability
      - Better communication
      - Background Checks and Staffing
      - Annual meeting with all contracts
        - Agreed to have the meeting in Chicago every spring
- Walmart
  - Continuing to try and work with them and learning about their system
  - Still in the negotiating stage
  - Very complicated and challenging to get into their stores
  - CEO Clontz is meeting with Rose Hudson (CEO of Louisiana Lottery) to get her knowledge of this area
- BOGOs
  - Cowboy Draw BOGO has not been doing very well due to the Wyoming Cowboys not winning
    - When the Cowboys win, the BOGO does well for revenue and helps with the transfer
  - Currently, every single game is down 67% from last year
    - Big jackpots are not happening with Powerball or Mega Millions right now
    - All states are hoping for bigger jackpots to boost revenue
- New equipment from Intralot
  - They have a new photon machine
    - Very small
    - Takes up less space for retailers
    - Efficient
  - WLC would not have to pay for these new machines
    - CEO Clontz would like to do a trial run with a few of them before changing everything in all retail locations

- Intralot
  - Waiting to see if they won the RFP for Ohio (Intralot already has a contract with them)
  - Waiting to see if they won the RFP with New Mexico as well
  - Will let the Board know what happens

**Brandy Marrou from MH&P presented the FY'24 Audit. All Directors received detailed statements from MH&P prior to the board meeting.**

- No significant issues in performing this audit
- Audit went very well, and everything MH&P needed to perform the audit was received on time
- Significant or usual transactions
  - The land that was purchased that is now for sale
  - The building that was purchased
  - General Observations
    - No disagreements with management
    - Not aware of any areas where management consulted with other accountants over areas that were disagreed with
    - No significant issues discussed with management related to the audit other than the implementation of these new standards
- No difficulties or issues that need to be brought to the Board's attention

**Financial Report:**

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

**Questions from Board Members:**

1. Jim Willox
  - a. Potentially address a statute change regarding the unclaimed prize fund
    - i. There is a big amount that WLC cannot do anything with
  - b. Reserve Fund Account
    - i. Why is the reserve fund account not part of the regular report and only being presented to the subcommittee?
      1. **Answer:** The Finance Committee reviews in detail and the entire board gets a summary because of the massive amount of information

Treasurer Gerry Marburger made a motion to approve the financials as presented. The motion was seconded by Board Member Lori Brennan, and the motion passed by a unanimous vote.

## **Marketing Report:**

WLC COO Robin Medina presented the Marketing Report.

### 1. Sales Update

- a. Total Sales – FY'25 Actual vs. Projection
  - i. FY'25 Actual Sales YTD: \$7.8 Million
  - ii. FY'25 Projected Sales YTD: \$7.7 Million
  - iii. Sales we over projections YTD: .48%
- b. Total Sales – FY'25 vs. FY'24
  - i. Total sales FY'25: \$7.8 Million
  - ii. Total sales FY'24 same time last year: \$12.9 Million
  - iii. Difference year over year: \$5.1 Million under in FY'25
- c. Actual Weekly Sales – FY'25 vs. FY'24
  - i. FY'25 Average Weekly Sales: \$600,000
  - ii. FY'25 Weekly Pace Amount: \$600,000
  - iii. FY'24 Average Weekly Sales: \$994,000
- d. Total 1<sup>st</sup> Quarter Sales – FY'25 Actual vs. Projections
  - i. FY'25 Q1 Actual Sales: \$7.8 Million
  - ii. FY25 Q1 Projected Sales: \$7.7 Million
- e. Powerball Sales – FY'25 vs. FY'24
  - i. FY'25 sales to date: \$1.8 Million
  - ii. FY'24 same time last year: \$4.2 Million
    1. CEO Clontz updated the board regarding Powerball sales in Australia and potentially New Zealand.
      - a. Not complete yet however, the Government put a hold on the process and required an investigation team to look into overseas sales
        - i. This investigation could take a few months to a few years
        - ii. They estimate selling Powerball could start overseas in the spring of 2026
        - iii. This could impact Powerball sales in the United States due to people questioning how much it will reduce their odds of winning
- f. Mega Millions Sales – FY'25 vs. FY'24
  - i. FY'25 sales to date: \$2 Million
  - ii. FY'24 same time last year: \$3.7 Million
- g. Cowboy Draw Sales – FY'25 vs. FY'24
  - i. FY'25 sales to date: \$1.8 Million
  - ii. FY'24 same time last year: \$2.7 Million
- h. Lucky for Life Sales – FY'25 vs FY'24
  - i. Total sales for FY'25: \$655,000
  - ii. Total sales for FY'24: \$717,000
- i. 2by2 Sales – FY'25 vs. FY'24
  - i. Total sales for FY'25: \$255,000
  - ii. Total sales for FY'24: \$309,000
- j. Keno Sales – FY'25 vs. FY'24

- i. Total sales for FY'25: \$1.2 Million
    - ii. Total sales for FY'24: \$1.3 Million
  - k. WyoLotto All Product Sales YTD
    - i. Total sales YTD PB: \$1,815,174
    - ii. Total sales YTD MM: \$2,007,073
    - iii. Total sales YTD CD: \$1,844,615
    - iv. Total sales YTD L4L: \$655,182
    - v. Total sales YTD 2by2: \$255,106
    - vi. Total sales YTD Keno: \$1,221,206
  - l. Round Up Sales – FY'25 vs. FY'24
    - i. Round Up total sales FY'25 YTD: \$783,000
    - ii. FY'25 total plays: 56,000
    - iii. Round Up total sales FY'24: \$1 Million
    - iv. FY'24 total plays: 76,000
- 2. Marketing Update
  - a. 10 – Year Anniversary, August 24<sup>th</sup>
    - i. Jon Clontz interviews with media
      - 1. CBS News Channel 5
      - 2. KFBC Radio
      - 3. MyHits 106 Radio
    - ii. 10-Year Anniversary press release ran in 20 publications across the state
    - iii. Gave away free Starbucks coffee – over 150 transactions in 12 cities/towns
    - iv. Gave away 10 swag bags with \$100 gift cards on Facebook
    - v. Handed out 2,500 t-shirts to retailers to wear on August 24<sup>th</sup>
  - b. 10-Year Anniversary Event
    - i. Held celebration with key stakeholders, Governor Mark Gordon, Board Members, employees and more with 70 attendees
  - c. Corporate Campaign
    - i. Running August 12, 2024 to August 22, 2025
    - ii. Objections
      - 1. Capture the authentic essence of Wyoming
      - 2. Distinguish WyoLotto from other gambling entities
      - 3. Showcase WyoLotto's significant contribution to Wyoming
      - 4. Celebrate 10 years of success and support from key stakeholders, players, retailers and communities
    - iii. Audiences
      - 1. Stakeholders
        - a. Reach them through new publications, i.e., the Cowboy State Daily, targeted LinkedIn, Direct Mail, Email
      - 2. WyoLotto Players, General Public
        - a. Reach through mass media channels, in-store POP, social, etc.
  - d. UW 10-Year Celebration

- i. Gave away \$2,000 to 5 people in attendance at the University of Wyoming vs. Air Force football game on September 28<sup>th</sup>
      - 1. Anyone who purchased a ticket at the WyoLotto van could enter the giveaway
      - 2. 211 entries
      - 3. Just under \$3,000 in sales at the van
  - e. Cowboy Draw BOGO
    - i. Campaign is running during UW Football season
    - ii. Updated campaign creative and added \$20,000 giveaway
      - 1. Attend 2 games this season
        - a. September 7<sup>th</sup>
        - b. September 28<sup>th</sup>
      - 2. BOGO promoted through:
        - a. Radio
        - b. Digital
        - c. Newspaper
        - d. Corporate Communications (social, app, website, PR, email, pads, KENO monitors, flyers)
    - iii. Additional ideas are being considered to focus on Cowboy Draw
  - f. Responsible Gambling Planning Verifications
    - i. This verification validates the commitment WyoLotto has to promoting responsible gambling in Wyoming. Our plan demonstrates our commitment through employee training, retailer training, research, public awareness and advertising. This plan is a two-year execution strategy to complete tasks.
      - 1. Completed initial employee training, which will occur annually
      - 2. Beginning retailer training
      - 3. Promoted Responsible Gambling Education Month in September to players and retailers

**Governance Report:**

CEO Clontz and Matt Kaufman presented the Governance Report.

- 1. Nothing to report

**Meeting Adjournment:** Chairwoman Gina Monk announced the closure of the meeting at 11:30 with the motion to adjourn by Board Secretary Snyder, seconded by Board Treasurer Marburger, and passed with a unanimous vote.