

**WYOMING LOTTERY CORPORATION**  
**Board Meeting Minutes**  
Friday, April 25, 2025

The Metropolitan Downtown – Cheyenne  
1701 Carey Avenue  
Cheyenne, WY 82001  
In Person and Zoom Video Conference

**Board Members in person:** Gina Monk- Chairwoman, Todd Peterson- Vice Chairman, Gerry Marburger- Treasurer, Lori Brennan, Jim Willox, Mary Throne, and Jeffrey Collins.

**Board Members via Zoom:**

**Board Members not present:** Dave Snyder- Secretary and Frosty Williams

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

**Staff Members via Telephone/Zoom:** David Stevens- Chief Security Officer

**Guests Present:** Matt Kaufman-Legal Counsel, Jessie Dafoe- Governmental Affairs Consultant, Sara DiRenzio, Senior Policy Advisor to Governor Gordon, and Richard Bateson, Andrea Williams, and Paul Ostendorf from Intralot

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**Establish Quorum:**

Chairwoman Gina Monk called the meeting to order at 8:32 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 January 29, 2025

Following a Motion from Board Member Jim Willox and seconded by Board Treasurer Gerry Marburger, the minutes were approved by a unanimous vote.

## **CEO Report:**

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

- COO Robin Medina and Mr. Clontz went to NCPG in Washington DC to meet with the new interim Director (Nancy Greene) and her COO.
  - They are looking into expanding their projects and refreshing a lot of information regarding problem gambling
  - Mr. Clontz stated the Wyoming Lottery has a great relationship with them and we are staying closely connected with them. The main purpose of the visit was to meet the new president and her team and to hear about how the new leadership plans to do more regarding training, surveys and getting more people involved at a local level
  - Mr. Clontz talked to them about surveys and what we can do because of the explosion of gaming in the state of Wyoming
    - The Wyoming Lottery has been working with the Wyoming Department of Health regarding training and funding
- New CFO
  - Greg Jensen is in attendance at this board meeting
  - CFO Loy Jackson will be training and willing to come into the office and help where she will be needed
- 2by2
  - Mr. Clontz was elected Chairman to this small MUSL committee in June
    - 4 state game but other states are interested in joining however, these states want to see the main prize go up to \$50,000 instead of \$22,000
      - Board Member Willox added that \$50,000 doesn't make sense for the 2by2 game. He suggested working with multiples of 2 (i.e. \$22,000, \$44,000, and \$66,000)
- Robin's Appointment
  - COO Robin Medina described her most recent appointment
    - She was appointed to the nominations and elections committee
      - Her job is to manage and facilitate the elections for the new board of directors for NCPG
        - 4 appointments have to be made and make sure they are qualified
  - Mr. Clontz also let the Board of Directors know that they can apply to be on the NCPG Board
- New Building
  - Mr. Clontz will be giving a tour of the new building to interested board members after the board meeting
  - We are within budget
  - We are within timeframe
  - July will be the move in date
    - Very impressed with the progress that has been made
- Quarterly Target Reviews
  - Performance Management Initiative
    - We had our first quarterly target review
      - Employees were very prepared

- Practiced and collected data to deliver measurements and outcomes
    - Red, yellow, and green
  - The next target review will be presented to the board
- 3-Year Strategy
  - Discussing the road to \$50 Million and how we can achieve that goal
    - Intralot will be assisting in the road to \$50 Million in their presentation after the CEO report
- Summer Activities
  - Outreach plan
    - Legislative work
    - Community and Retailer forums
  - Potential award for the Mega Millions ad
    - Great ad to update players on the changes to Mega Millions
- 3<sup>rd</sup> party audit is coming up and Loy is preparing for this
- Texas (Question from Vice Chairman Todd Peterson)
  - The issues going on with the Texas Lottery has to do with carrier services (the Wyoming Lottery chose not to allow this type of purchase due to it being unfair to Wyoming players)
    - These services will mass purchase lottery tickets in order to increase their odds greatly and dominate their chances of winning a jackpot
    - In between this carrier service winning the big jackpot, a woman also won \$85 Million. The Texas Lottery is not paying her because it is being held up pending the carrier services investigation
    - The Texas Lottery budget is controlled by the legislature and the legislature zeroed out their budget for the next fiscal year so the fate of the Texas Lottery is to be determined
    - CEO and COO both resigned

Intralot Presentation: Path to \$50 Million given by Richard Bateson and Andrea Williams

### **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. Board Member Jim Willox
  - a. Is the \$750,000 for the new building being used after the renovations?
    - i. CFO Jackson
      1. No – These funds are for the renovations
2. Treasurer Gerry Marburger
  - a. Unclaimed prize fund question
    - i. The person who won \$130 Million and never claimed it (in a different state), do we get reimbursed for that? Does it go into the unclaimed prize fund?
      1. CFO Jackson
        - a. No, it was not one of our tickets that was sold

- b. We pay a portion of our sales to MUSL and when the ticket went unclaimed, we got our portion back
  - c. CFO Jackson does not believe the refund should go into unclaimed prizes, but she will check with MH&P's Brandy Marrou to be sure
  - d. Matt Kaufman- Legal Counsel for the Wyoming Lottery will also work with other MUSL attorneys to see how to work the reimbursement of an unclaimed prize from a different state
- 3. Board Member Jim Willox
  - a. What was the budget for the Mega Millions game change?
    - i. CFO Jackson
      - 1. A little over \$500,000
      - 2. We ended up being under in marketing and testing by \$30,000
      - 3. Development stage went well with Intralot according to COO Medina
- 4. Board Member Jim Willox
  - a. How is it possible to cut so much out of the marketing budget when sales are low?
    - i. COO Medina explained that the marketing team can do more in-house when it comes to promotions by just changing a file. For example, the marketing team used the football promotions file/artwork and changed it to a basketball promotion during the CSU games which saves money. The reports show that revenue does jump with Cowboy Draw during those BOGO promotions.

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

### **Marketing Report:**

WLC COO Robin Medina presented the Marketing Report.

### **Sales Update Report**

FY'25 Actual vs. Projection

- FY'25 Actual Sales YTD: \$22.1 Million
- FY'25 Projected Sales YTD: \$23.2 Million
- Sales were under projection by 5.07% and \$1.2M

FY'25 vs. FY'24

- Total sales for FY'25 was \$22.1 Million
- Total sales for FY'24 was \$31.9 Million

#### Actual Weekly Sales FY'25 vs. Actual Weekly Sales FY'24

- FY'25 Average weekly sales: \$567,000
- FY'25 Weekly pace amount: \$597,000
- FY'24 Average weekly sales: \$818,000

#### 3<sup>rd</sup> Quarter FY'25 Actuals vs. Projections

- FY'25 Quarter 3 Actual Sales: \$6.4 Million
- FY'25 Quarter 3 Projected Sales: \$7.8 Million

#### Powerball FY'25 vs. FY'24

- FY'25 sales to date: \$5.3 Million
- FY'24 sales to date: \$10.7 Million

#### Mega Millions FY'25 vs. FY'24

- FY'25 sales to date: \$5.5 Million
- FY'24 sales to date: \$7.2 Million

#### Cowboy Draw Sales FY'25 vs. FY'24

- FY'25 sales to date: \$5.2 Million
- FY'24 sales to date: \$7 Million

#### Lucky for Life Sales FY'25 vs. FY'24

- Total sales for FY'25: \$1.9 Million
- Total sales for FY'24: \$2 Million

#### 2by2 Sales FY'25 vs. FY'24

- Total sales for FY'25: \$741,000
- Total sales for FY'24: \$860,000

#### Keno Sales FY'25 vs. FY'24

- Total sales for FY'25: \$3.4 Million
- Total sales for FY'24: \$4 Million

#### WyoLotto Product sales YTD

- Total Sales YTD for Powerball: \$5.3 Million
- Total Sales YTD for Mega Millions: \$5.5 Million
- Total Sales YTD for Cowboy Draw: \$5.2 Million
- Total Sales YTD for Lucky for Life: \$1.9 Million
- Total Sales YTD for 2by2: \$741,000
- Total Sales YTD for Keno: \$3.4 Million
- Total Round Up Sales: \$2.3 Million

## Round Up Sales FY'25 vs. FY'24

- Round Up total sales FY'25 YTD: \$2.3 Million
- Round Up total sales FY'24 YTD: \$2.8 Million

## Marketing Update

- Mega Millions game change
  - Due to the decision made by Mega Millions consortium, we were required to update the game. Focus is on making the updated and communicating to existing players and creating new ones
    - Effective April 5, 2025
    - Price point increase to \$5
  - Three phases of marketing the game change
    - Logistics phase: January 27<sup>th</sup> – April 4<sup>th</sup>
    - Pre-Launch phase: March 17<sup>th</sup> – April 4<sup>th</sup>
    - Launch phase: April 5<sup>th</sup> – July 15<sup>th</sup>
- Cowboy Draw BOGOs
  - Basketball Border Wars & Cowboy Draw Anniversary
    - Using existing assets, we were able to execute promotions internally to generate sales. These were assets we have used in the past that we ran without a media buy
      - Ran 4 BOGOs
      - Promoted through corporate communications channels
      - Average Sunday net sales during non-BOGO: \$20,000
      - Average net sales during BOGO: \$55,257
      - Total Net: \$221,030
- Jackpot Support
  - Supporting growing jackpots brings awareness to our players. We have been using AI to help generate content, keeping costs low while increasing our presence when jackpots are on the rise
    - Cowboy Draw jackpot reached \$787,864
    - Powerball jackpot reached \$515 Million
    - Mega Millions jackpot reached \$344 Million
- Responsible and Problem Gambling
  - Executing our Responsible Gambling Program, we are working toward a study to measure responsible and problem gambling in Wyoming. We are also working to increase awareness about responsible gambling through a campaign with the Wyoming Responsible Gambling Coalition. This included:
    - Player and retailer emails
    - Retailer terminal messaging
    - Social media
    - Press release
    - Media buy, including billboards, radio, newspaper, digital and social ads
- Powerball NASCAR
  - Promote Powerball through NASCAR Powerball Playoff

- Players enter by purchasing Powerball tickets from May 1 to June 1
    - Each draw day will be a new code, with up to 14 chances per player to enter
  - 5 winners drawn on June 11
    - All 5 winners entered into national Powerball Playoff drawing for a chance to win \$1 Million
    - 1 winner drawn from the 5 WyoLotto winners will go to Championship race in Phoenix
    - Should a WyoLotto winner make it to the final four of the NASCAR Powerball Playoff, they will be eliminated from the drawing to go to the Championship race
  - Goal: 20,000 entries
- What comes next
  - Continue Corporate Campaign through August 2025, media buys remaining are April 7-27 & July 7-27
  - Continue progress on RG verification, now 50% complete on 2-year plan
  - Trigger to support low jackpots, April – June 2025
  - Mega Millions game change campaign, January – July 2025
  - KENO Freebie Fridays, June 2025
  - Marketing plan FY26
  - Digital Services RFP

### **Governance Report:**

CEO Clontz, Matt Kaufman, and Jessie Dafoe presented the Governance Report.

Jessie Dafoe –

1. Management Council met and the number of days were changed. Every interim committee had 6 days which was changed to 4 days. WLC was on the agenda for TRW to discuss becoming cashless. However, due to days being cut the lottery was taken off the agenda.
2. Select Committee on Gaming was created and the committee members were named from both the House and Senate
  - a. Select committee cannot sponsor legislation so WLC will still have to go to another committee to get sponsored in order to be heard
3. This year is a budget session and a newer legislature, WLC will need to have a lot more support up front to pursue the modernization of the lottery

Board Member Willox - What is the mission of the Select Gaming Committee?

1. Jessie Dafoe
  - a. The Select Gaming Committee needs a better understanding of what is gaming in Wyoming and what is happening with the explosion of Skills Games. It is not a bad thing for the Wyoming Lottery to not be included in this committee. The Select Gaming Committee doesn't seem to be concerned with the lottery as it is very different from other gaming institutes.

**Executive Session:**

The motion was made by Vice Chairman Peterson to move into Executive Session. The motion was seconded by Board Member Lori Brennan, and the motion passed by a unanimous vote.

**Motion/Vote:**

The motion was made by Board Member Jeffrey Collins to sell all lottery products from the ticket dispensing machines. The motion was seconded by Board Member Lori Brennan, 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 Chairwoman Monk, and passed with a unanimous vote.