

WYOMING LOTTERY CORPORATION

Board Meeting Minutes
Monday, February 2, 2026

Zoom Video Conference

Board Members in person: Todd Peterson- Chairman, Jeffrey Collins

Board Members via Zoom: David Snyder- Vice Chairman, Gerry Marburger- Treasurer, Lori Brennan- Secretary, Jim Willox, Gina Monk, and Mary Throne

Board Members not present: Frosty Williams

Staff Members Present: Jon Clontz- CEO, Robin Medina- COO, Dustin Grantham, CFO, David Stevens- Chief of Security, and Jessica Baldwin- Executive Assistant

Guests Present: Matthew Kaufman- Legal Counsel and Jessie Dafoe- Legislative Consultant

Establish Quorum:

Chairman Todd Peterson called the meeting to order at 8:30 a.m. with a roll call of board members and staff members.

Agenda Approval:

Chairman Peterson and the Board agreed with the agenda.

Approval of the Minutes:

Minutes from Tuesday, October 28, 2025

Following a Motion from Secretary Lori Brennan and seconded by Treasurer Gerry Marburger, the minutes were approved by a unanimous vote.

Minutes from Wednesday, December 17, 2025

Following a Motion from Vice Chairman David Snyder and seconded by 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:

- 3-year strategy
 - We have been focusing on the 3-year strategy and preparing for the launch of Millionaire for Life which will be released on February 22nd. This launch is on time and on target and we will keep everyone up to date on how it is doing.

- Podcast / Facebook Live
 - We have spent time training with the Mississippi Lottery for the launch of Facebook Live
 - Equipment is set and tested.
 - Room is prepared.
 - Rehearsals are going well.
 - Sarah and Ashley are the content experts and Jessica will be the Director.
 - First Facebook Live will be held late February or early March on the WyoLotto Facebook page and YouTube.
 - We will send the board the date of the first Facebook Live session.
- Meeting with Intralot
 - Very extensive and long group meeting with Intralot
 - Making sure we are moving the strategy forward on time and on target
 - Millionaire for Life will get launched first and then we will focus on the other new game categories set to launch this year.
 - We will be scheduling some training for staff and board members for the new games.
- Session
 - Legislative session has started and so far, has been very low key and Jessie has been working and running interference on the debit card issue. We have had great feedback; however, we don't know if the debit card bill will be passed this year. We have not been requested to attend any meetings, comment, or give testimony.
- Employee Evaluations
 - These are coming up soon and they will be completed in a timely manner.
- New Budget
 - We are working on the new FY'27 budget and will get that finalized and ready to go for Special Session in June.
- Transfer to the State
 - We had a great transfer of over \$1.4 million and sales have remained steady since then even with the jackpot trends continuing to fluctuate, so the next transfer should be pretty good as well.
- Board Retreat
 - We have saved about \$40,000 for the board retreat, if the board elects to have it this September or October. We will have some ideas at the next board meeting on location and content.
- Scorecards
 - The scorecards for each employee are available in your board book. We will be working on a condensed version for the presentation at every board meeting. These scorecards outline critical procedures and outcomes, who is responsible for these and the measures and interventions we take. The outcomes are measured in green (operating within the benchmarks that have been set and is moving towards the outcome that we want), yellow (cautionary and we need to pay attention to it) and red (we need an intervention / course correction and make an action plan to get it back on track).

- This tracking helps cross train and create some depth within the company, and we will be giving the Board a spreadsheet with clear and concise graphing. This will get condensed and remain a working document.

Questions from Board Members:

1. Chairman Peterson
 - a. Question regarding the red categories and what that means on the scorecard.
 - i. COO Robin Medina stated that we are overly aggressive in our goals and 2 bad dings out of 60 will result in a red outcome for the quarter. We have discussed how to change some of the reporting. The newness of the scorecards is still being analyzed and tweaked. CEO Clontz stated that things will change as we progress in this part of the reporting. He is looking into a data steward that will be Jessica for now and she will receive training. She will validate the data that is being collected and making sure it is accurate and the numbers are recorded correctly. We are still working through this new company procedure and is a work in progress.
 - ii. COO Robin Medina pointed out that at the Board Retreat, the Board's goal was to "continue to grow a diversified, robust portfolio that provides value to Wyoming and offers players fresh and entertaining games". These goals have been added to the scorecard as well.
2. Board Member Jim Willox
 - a. Stated that he likes this type of format and what has been presented and appreciates the description in the goals as to why they are in red.
3. Treasurer Marburger
 - a. He would like to get an opportunity to attend training on our new game content as he has very limited exposure to some of this new content. Would it be appropriate for the Board to have a training session?
 - i. CEO Clontz stated that is a great idea and agrees that is a necessity. Chairman Peterson agrees it would be valuable and would like to stay involved as much as possible. CEO Clontz will work with Matt Kaufman and do some research on training.

Financial Report:

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

Questions from Board Members:

1. Board Member Willox
 - a. In the financial report, what are the "dues" and who gets paid?

Answer: NASPL, MUSL, etc.

2. Board Member Gina Monk

- a. What is the increase of \$84,000 in marketing?

Answer: The increase is to do with testing (Mega Millions) and marketing. Everything is included in that line item.

3. Board Member Willox

- a. In the Profit and Loss Budget vs. Actual (July 2025 through December 2025)
Why is the IT equipment under significantly?

Answer: This number will start to stabilize because we purchased everything we needed to for the new building regarding IT and that money was in the new building budget.

CEO Clontz advised that we will be needing newer software when it comes to the finance department and will be purchasing these soon.

Board Member Monk made a motion to approve the financials as presented. The motion was seconded by Board Member Jeffrey Collins, and the motion passed by a unanimous vote.

Marketing Report:

WLC COO Robin Medina presented the Marketing Report.

FY'26 Q2 Sales Update:

- Total Sales – FY'26 Actual vs. Projection
 - FY'26 Actual Sales YTD: \$26.4 Million
 - FY'26 Projection Sales YTD: \$13.3 Million
 - Sales were over projection YTD: \$13.1 Million
- Total Sales – FY'26 vs. FY'25
 - Total sales FY'26: \$26.4 Million
 - Total sales FY'25 same time last year: \$15.6 Million
 - Difference year over year: \$10.8 Million
- Actual Weekly Sales – FY'26 vs. FY'25
 - FY'26 Average weekly sales: \$1 Million
 - FY'26 Weekly pace amount: \$513,000
 - FY'25 Average weekly sales: \$601,000
- Total 2nd Quarter Sales – FY'26 Actual vs. Projections
 - FY'26 Q2 Actual Sales: \$13.7 Million
 - FY'26 Q2 Projected Sales: \$6.7 Million
 - Over projection by \$7 Million
- Powerball Sales – FY'26 vs. FY'25
 - FY'26 sales to date: \$11.1 Million
 - FY'25 sales same time last year: \$3.6 Million
 - Weekly projected pace amount: \$130,000
 - Weekly sales average YTD: \$426,000
- Mega Millions Sales – FY'26 vs. FY'25
 - FY'26 sales to date: \$4.1 Million
 - FY'25 same time last year: \$4.5 Million
 - Weekly projected pace amount: \$100,000

- Weekly sales average YTD: 159,000
- Cowboy Draw Sales – FY'26 vs. FY'25
 - FY'26 sales to date: \$7.4 Million
 - FY'25 same time last year: \$3.5 Million
 - Weekly projected pace amount: \$130,000
 - Weekly sales average YTD: \$286,000
 - 12 BOGO's in FY'26
 - Net: \$2.5 Million
- Lucky for Life Sales – FY'26 vs. FY'25
 - Total sales for FY'26: \$1.4 Million
 - Total sales for FY'25: \$1.3 Million
 - Weekly pace projected amount: \$50,000
 - Weekly sales average YTD: \$52,000
- 2by2 Sales – FY'26 vs. FY'25
 - Total sales for FY'26: \$512,000
 - Total sales for FY'25: \$499,000
 - Weekly pace projected amount: \$18,000
 - Weekly sales average YTD: \$20,000
- Keno Sales – FY'26 vs. FY'25
 - Total sales for FY'26: \$1.9 Million
 - Total sales for FY'25: \$2.3 Million
 - Weekly pace projected amount: \$85,000
 - Weekly sales average YTD: \$75,000
- Round Up Sales – FY'26 vs. FY'25
 - Round Up total sales FY'26 YTD: \$2 Million
 - FY'26 total plays: 122,000
 - Round Up total sales FY'25: \$1.6 Million
 - FY'25 total plays: 116,000
- WyoLotto All Product Sales YTD
 - Total Sales YTD PB: \$11.1 Million
 - Total Sales YTD MM: \$4.1 Million
 - Total Sales YTD CD: \$7.4 Million
 - Total Sales YTD L4L: \$1.4 Million
 - Total Sales YTD 2by2: \$512,000
 - Total Sales YTD Keno: \$1.9 Million
 - Round Up Sales total: \$2 Million

Update on FY'2026 Q2 Marketing Initiatives

UW Football Cowboy Draw BOGOs

- Average Sunday net sales 4 weeks before: \$23,300
- Average Sunday net sales during BOGOs: \$210,000
- Total Net: \$2.5 Million
- High jackpot approaching \$2 Million influenced sales
- Highest BOGO sales ever (been running BOGO since 2018)

Millionaire for Life

- Live February 22, 2026
- Pre-launch campaign January 15th through February 21st
 - Includes small media buy, social, PR, email, and retailer communications
- Launch campaign February 22nd through May 10th
 - Connected TV
 - Broadcast TV
 - Digital
 - Social
 - Radio

Giving back – Holiday Cheer

Meals on Wheels

- Sponsor of meals being delivered throughout the fiscal year
- Volunteered to help package meals

Grocery Stores

- Giving away fun SWAG and grocery store gift cards at grocery stores before Thanksgiving and Christmas
- Will continue in January and February

What comes next:

- RG verification – Retailer training (about a month left to complete)
- Wyoming Responsible Gambling Coalition Study
- Millionaire for Life launch – February 22nd
- New game development

Questions from Board Members:

1. Treasurer Marburger
 - a. How did the bulk purchasers get around the \$125 restriction when they were paying for the Cowboy Draw BOGO?

Answer: The retailers were bypassing our rules regarding the \$125 restriction, and they would print \$125 worth of Cowboy Draw tickets and continue making separate transactions. The bulk purchasers would also send different people into retailers. We sent out messages to the terminals that retailers have reminding them to only print \$125 worth of lottery tickets per customer and to keep it fair for the Wyoming players.

2. Board Member Willox
 - a. With going from Lucky for Life to Millionaire for Life, the prize pool that isn't won by the 21st just rolls into Millionaire for Life?

Answer: According to MUSL, yes

3. Chairman Peterson / Board Member Collins
 - a. Do we have any plans to do a Cowboy Draw BOGO during basketball? How long does it take to generate a Cowboy Draw BOGO?

Answer: We do not have anything scheduled right now but we will continue to watch sales and it is very quick to roll out a Cowboy Draw BOGO for a special occasion at minimal cost.

4. Board Member Willox
 - a. Because the 250th year anniversary is coming up maybe we could coordinate something during the 4th of July.

Governance Report:

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

1. Matt Kaufman - The request for debit cards is a TRW committee sponsored bill, so we should see it move in a good direction but unsure how the legislative session is going to go. The focus is on other gaming issues.

Executive Session:

Board Member Collins made a Motion to enter Executive Session, and the Motion was seconded by Board Member Willox.

Meeting Adjournment: Board Member Collins moved adjourn the board meeting, seconded by Treasurer Marburger, and passed with a unanimous vote.