

# Illinois Lottery Control Board Meeting Minutes

Wednesday, April 02, 2025, 1:30pm CDT

555 W. Monroe St., Chicago, IL 60661

## VIA WEBEX AND IN PERSON MEETING ATTENDANCE

### Board Members:

- Diana Sheehan, Board Chair, in person
- Alejandra Garza, Board Member, in person
- Wynona Redmond, Board Member, in person

### Lottery Staff:

- Harold Mays, Director, in person
- Scott Gillard, Chief of Staff, in person
- Cornell Wilson III, General Counsel, in person
- Joe Logue, Chief Transformation Officer, in person
- Meghan Powers, Communications Director, in person
- Amber Chappell, Chief Financial Officer, via Webex
- Matthew Bell, Chief Tech & Operations Officer, via Webex
- Joe Weiss, Sales Manager, via Webex
- Maryann Hong, Deputy General Counsel, via Webex
- Mason McDaniel, Legislative Liaison, via Webex
- Peter Romano, HR Administrator, via Webex
- Kristen Edmison, Finance Manager, via Webex
- Ashley Peterson, Executive Assistant to Director, in person
- Nora Iniguez, Lottery Control Board Secretary, in person

### Allwyn-North America Staff:

- Keith Horton, General Manager & General Counsel, in person
- Andrew Lang, Chief Financial Officer, in person
- Marisa Zimmerman, Chief Revenue Officer, in person
- Richard Fairbanks, VP Retail Sales, in person
- Emilia Mazur, VP Corporate Affairs, in person
- Joe Weiss, Regulatory Affairs Manager, in person

### Other Attendees:

- Kathy Gilroy, Member of the Public, via Webex
- Jessica Nardulli, Fulcrum Government Strategies, via Webex
- Tiffany Webb, Gambling & Outreach Coordinator, via Webex

## CALL TO ORDER/ROLL CALL

**Diana Sheehan, Board Chair, welcomes** everyone that is in attendance both in person and via Webex. The meeting is called to order at 1:50pm with all the Board Members present to meet the quorum. The Lottery and Allwyn North America Staff are introduced.

## PUBLIC COMMENT

No public comment.

## OLD BUSINESS

Approval of Minutes

**Board Members vote and unanimously approve and pass** the 12/11/2024 minutes of the Lottery Control Board meeting.

## DIRECTOR'S REPORT

Sales Performance – FY25 Sales-July 2024 through February 2025

- FY25 YTD sales are strong at \$2.5 billion second to last year without any large jackpots.
- Instant Ticket Sales- \$1.4 billion are up 1.4 % vs prior year.
  - Low price point (\$1-\$3) sales are down \$9.4 million year over year.
  - Mid-priced point (\$5-\$10) sales are down \$1 million year over year.
  - High price point (\$20-\$50) sales are up \$42 million year over year.
  - Cashless payment at vending machines continues to grow up from 4 % at launch in late September.
- Draw Based Game sales are down \$60 million vs prior year but ahead of budget due to Fast Play games offsetting the lack of any large jackpots.
  - Sales excluding Mega Millions and Powerball are strong and well ahead between 7 - 40 % of the previous three fiscal years.

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- Mega Millions will now be \$5 per draw beginning Tuesday, April 8, 2025, with improved odds, better prizes and built in multiplier.
- iLottery sales of \$492 million are up 7.8% vs prior year and up 7% vs budget.
  - The online channel is now an integral component to the Lottery with 44% of Draw Based Game sales coming through the web or app.

**Questions and Comments:**

**Board Chair, Diana Sheehan, asks** for a sales update on the \$50 Instant ticket. **Andrew Lang states** that sales are slightly down since the excitement and novelty have worn off but are pleased with the 2<sup>nd</sup> and upcoming third iteration of that price point.

**Board Chair, Diana Sheehan, asks** of all 2700 cashless vending machines, what is the percentage of machines that are at retailers. **Andrew Lang states** that almost all retail locations have them and that the number of retailers that did not want them is in the single digits.

Finance Update -Sales thru February 2025 (Draft & Unaudited) – Amber Chappell

- Instant sales are up year over year due to the sale of the \$50 Instant, but underperforming compared to plan in the \$10, \$30 and \$50 price points.
- Through February jackpot performance of our multi state games and our in-state Lotto game is significantly lower compared to last year due to decrease in large jackpots.
- Fast play continues to outperform with approximately 89% of sales coming from the iLottery platform.
- YTD Profit and Loss Statement through February, the Department has generated operating revenue of \$2.5 billion and operating income of almost \$533 million providing approximately 21% of our sales to the “*Good Causes*” we support.
- Through March 2025, the Department has transferred \$581 million to the Common School Fund. Now that the FY24 audit has concluded, the remaining FY24 proceeds were transferred in the amount of \$8.6 Million in accordance with the Illinois Lottery law.
- The Department supports a total of 10 special causes through our joint specialty ticket program. Through February 2025, the Department has transferred a total of \$105.1 million to the causes we support. \$7.2 million has been transferred in FY25.

## Advertising & Marketing – Marissa Zimmerman

- Planned Media Spend by Channel-Dollars were shifted into streaming video to test some new technology and new assets.
- November 2024- February 2025 highlights in Instants, Draw/iLottery, Experiential include:
  - Support continues for the holiday tickets and the launch of the Multiplier family.
  - Fast Play look and feel was refreshed with cleaner assets and awareness ads that featured our sports partner the *Chicago Bulls*.
  - Lottery participated at its first retailer (Niemanns) specific terminal promotion, Magnificent Mile Lights Festival, and the Aurora Christkindlmarket.
  - Communication roles out to retailers regarding Mega Million game changes.
- Overview of Fast Play and Instant Tickets for January- June are shown to the Board Members.

### Questions and Comments:

**Board Member, Wynona Redmond, asked** with the increase in budget to streaming video, was there a noticeable difference. **Marisa Zimmerman states** that Meta is their highest performing channel, and this is a new way to engage people with the online play while sitting on their couch. Results of the streaming video tests will be made available once the test results are in.

**Board Chair, Diana Sheehan, asked** if the first ever retailer specific promotion at Niemanns met their goal. **Marisa Zimmerman states** that the concept was to start with a small retailer to see if the promotion would work. Out of the 950 coupons generated, 748 were redeemed which is very satisfactory.

**Board Member, Wynona Redmond, asks,** if this promotion would be done again at a different retailer. **Marisa Zimmerman states** that these types of promotions are done across the state.

## Public Relations and Responsible Play & Corporate Social Responsibility – Emilia Mazur

- Community Outreach focused on Veterans Awareness, partnership with the Boys and Girls Club, and Rockford Holiday toy drive.
- The multicultural media buy promoted the purpose of the Lottery and where the funding goes. It also supported small businesses with an emphasis on

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communication within the African American, Asian American, Hispanic, and Polish communities as well as others.

- United Negro College Fund and Special Olympics awareness months provided opportunity to amplify these causes.
- Winning storytelling continues to drive win belief with winners in Lucky Day Lotto, \$50 scratch off and the latest Mega Million jackpot winner of \$344 Million being won in Illinois.
- The Lottery continues its efforts on strengthening and advancing its responsible gaming program consistent with the best practices of the WLA.
- Responsible Gaming program remains consistent with the best practices recommended by the WLA. Activity includes stakeholder engagement, measurement and reporting and employee education.
- The second Gift Responsibly campaign launched and educated players and retailers that lottery tickets are never a suitable gift for children.

#### Director's Comments – Harold Mays

The Director thanks the Board Members, Allwyn-North America and the Lottery team and members of the public for their participation in today's meeting.

- Staff- No staffing changes.
- Director has been appointed to his third term as the Lottery Director pending confirmation by the Senate.
- Audit –The Department has completed its FY24 financial compliance audit with the office of the Auditor General. The Director thanks CFO, Amber Chappell, and her team for another consecutive year with a clean audit.
- Specialty Tickets – The Department continues to support all specialty causes with the use of a single ticket along with the participation of an on-going legislative task force. A final report will be issued the next fiscal year to share with the Board members.
- The Department and Allwyn North America have begun their FY26 business planning. The Board will be informed of meeting schedules for their participation.
- Legislative- The agenda for the spring session will consist of administrative in nature and the extension of our iLottery program.

#### Closing Remarks – Director Harold Mays

**The Director states** as we begin the fourth quarter of FY25, we anticipate a strong finish for the year although we expect to fall short of our record breaking 50<sup>th</sup> anniversary year in FY 24 in terms of sales and proceeds. As always, the team is available for any follow ups or additional information.

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## ADJORNMENT

With all business concluded, motion to adjourn was given at 2:48pm. **Motion was unanimously approved and passed.**

Respectfully submitted by,

Nora Iniguez/LCB Secretary