

North Carolina Education Lottery Commission
Budget Work Session Minutes
Wednesday May 14, 2025
WebEx Teleconference

Commissioners in Attendance: Ripley Rand, Chair
Cari Boyce
Chris Hayes
Jason Roth
Pamela Whitaker
Nigel Long
Joshua Malcolm
Lindsey Griffin

Commissioners Absent from Meeting: Randy Jones

<i>Select Staff in Attendance:</i>	Mark Michalko	Chief Executive Officer and Executive Director
	William Traurig	Chief Legal Officer
	Frances Little	Executive Assistant to CEO & Executive Director
	Greg Bowers	Chief Financial Officer
	Randy Spielman	Chief Product Officer
	Terri Rose	Chief Brand Officer

The North Carolina State Lottery Commission Budget Work Session was held on Wednesday May 14, 2025, at 10:03 a.m. via WebEx.

Chair Ripley Rand opened the meeting by calling on William Traurig, Chief Legal Officer, to proceed with the remote meeting announcements.

Chair Rand made the standard ethics announcements. Chair Rand asked if anyone had a known conflict of interest with respect to any matter coming before the Commission at the current meeting. No conflicts were identified.

Chair Rand advised of the recent passing of former Commission Chair Mr. Bradley Adcock. There was a moment of silence for remembrance and appreciation of Mr. Adcock.

Roll call of the Commission was taken. Commissioner Randy Jones was absent from the meeting.

Product Development and Digital Gaming Update

Randy Spielman, Chief Product Officer, presented the FY26 Product Plan to the Commission. It covered current scratch-off trends; FY25 scratch-off games; FY26 scratch-off initiatives; current draw game trends; new add-ons for Powerball Double Play; FY26 draw game initiatives focused

promotions; FY25 digital games performance; FY26 digital game initiatives; and the FY26 product and promotion plan.

Brand Management & Communications Update

Terri Rose, Chief Brand Officer, provided an outline of the FY26 Brand Management & Communications initiatives. It covered awareness and acquisition; key initiatives; public relations; regulatory gaming handbook; and the celebration of the NCEL's 20th Anniversary.

Finance Update

Greg Bowers, Chief Financial Officer, provided in detail the FY26 Proposed Operating Budget to the Commission. The presentation included the breakdown of the budget which covered sales/prize payout; traditional sales by game budget; total sales by game budget; salary and benefits; new positions; advertising, marketing; other services; the furniture, fixtures, and equipment budget; general and administrative; budget increases; lease and utilities schedule; regulated gaming proposed FY26 budget; salaries and benefits, and new positions.

Other Business

Ms. Rose presented an overview of the proposed Digital Menu Board Agreement for the Commission's review and approval. Commissioner Nigel Long spoke in favor of the proposed Agreement. There were no questions from the Commission.

Commissioner Long moved on behalf of the Revenue Generating Committee that the full Commission approve the proposed Digital Menu Boards Agreement as presented, with direction to staff to execute an agreement with terms in the best interest of the Lottery. A roll call vote was taken and passed unanimously.

Adjournment

Commissioner Pamela Whitaker moved to adjourn the meeting. Commissioner Jason Roth seconded the motion, which passed unanimously. The meeting adjourned at 11:08 a.m.

Signed by:

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Chair Ripley Rand

6/24/2025

Date