

**North Carolina Education Lottery Commission
Budget Work Session Minutes**

Wednesday May 15, 2024

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

Commissioners Absent from Meeting: Lindsey Griffin
Randy Jones

Select Staff in Attendance: Mark Michalko
William Traurig
Frances Little
Greg Bowers
Randy Spielman
Terri Rose

Other Participants: Benjamin T. Spangler, *Assistant Attorney General,*
Department of Justice

The North Carolina State Lottery Commission Budget Work Session was held on Wednesday May 15, 2024, at 10:01 a.m. via WebEx.

William Traurig, Chief Legal Officer, read the remote meeting announcements.

Chair Ripley Rand made the standard ethics announcements. Chair Rand concluded by inquiring 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.

Roll call of the Commissioners was taken. Commissioner Lindsey Griffin and Commissioner Randy Jones was absent from the meeting.

Product Development and Digital Gaming Update

Randy Spielman, Deputy Executive Director of Product Development and Digital Gaming presented the FY25 Product Plan to the Commission. It covered Current Scratch-Off Trends, FY 25 Scratch-Off Initiatives, Current Draw Game Trends, Cash Pop the New Draw Game for FY25, along with FY25 Game Draw Initiatives and Performance. Mr. Spielman answered questions from the Commission.

Brand Management & Communications Update

Terri Rose, Deputy Director of Brand Management & Communications provided an outline of the FY25 Brand Management & Communications Initiatives. It covered Advertising, Communications, Marketing, Social Media, Responsible Gaming, Moving NC Students Forward, Winners Story Telling, the Digital Menu Board Rollout, Sports and Event Sponsorships, and the Enhancement of the Claims Centers to boost the Winners Experience. Ms. Rose answered a question from Commissioner Long, regarding when the Digital Board RFP would be issued, which will be in the next few weeks. There were no questions from the Commission.

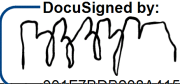
Finance Update

Greg Bowers, Deputy Executive Director of Finance, Administration, and Security, provided in detail the FY2025 Proposed Operating Budget to the Commission. The presentation included the breakdown of the budget which covered Sales/Prize Payout, Daily Sales Averages, Traditional Sales by Game Budget, Salary and Benefits, New Positions, Advertising, Marketing, Other Services, the Furniture, Fixtures, and Equipment Budget, Capital Equipment Purchases, General Administrative, Budget Increases, Depreciation, Amortization, the Lease Schedule, Budget Comparison of FY25 vs the FY24 Approved Budget, and the Administration Summary. The Sports Betting Proposed FY25 Budget, Salary and Benefits, along with New Positions was also presented. At the conclusion of the budget presentation, there were no questions from the Commission.

Other Business

With no other business to discuss, Chair Rand called for a motion to adjourn. Commissioner Joshua Malcolm made the motion and Commissioner Cari Boyce seconded. Chair Rand asked for a roll call vote, which passed unanimously.

The meeting adjourned at 11:13 a.m.

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Chair Ripley Rand

6/20/2024

Date