

North Carolina Education Lottery Commission Meeting
Minutes
Wednesday, September 24, 2025
In-Person & WebEx/Teleconference

<i>Commissioners Attending in Person:</i>	Ripley Rand	
	Lindsey Griffin	
	Chris Hayes	
	Randy Jones	
	Jason Roth	
<i>Commissioners Attending Remotely:</i>	Cari Boyce	
	Nigel Long	
	Joshua Malcolm	
	Pamela Whitaker	
<i>Others in Attendance:</i>	Amanda Winters	Program Administrator, NC Problem Gambling Program
<i>Select Staff:</i>	Mark Michalko	Chief Executive Officer and Executive Director
	William Traurig	Chief Legal Officer
	Frances Little	Executive Assistant to CEO & Executive Director
	Randy Spielman	Chief Product Officer
	Susan Singley	Director of Advertising
	Daniel Rose	Director of Sales
	Greg Bowers	Chief Financial Officer
	Kimberly Thomas	Director of Internal Audit
	Cantina Lucas	Director of Human Resources
	Eric Snider	Chief Regulatory Officer
	Hayden Bauguess	Chief Government Affairs Officer

The North Carolina State Lottery Commission meeting was held on Wednesday, September 24, 2025, at 10:01 a.m. in-person and 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.

Roll call of the Commissioners was taken.

Approval of Minutes

Commissioner Lindsey Griffin moved to approve the meeting minutes from the June 18, 2025, Commission meeting. Commissioner Jason Roth seconded the motion, which passed unanimously.

Annual Problem Gambling Program Update

Ms. Amanada Winters, Program Administrator, NC Problem Gambling Program provided an update. The update provided an overview of the NC Problem Gambling Program; emerging trends; problem gambling helpline data; primary gambling preferences; demographics of sports betting versus all other gambling; GamFin financial counseling (including metrics on the program); financial counseling cumulative session quarter over quarter; cumulative average reported IFDFW score; cumulative average problem gambling severity index scores by session; youth prevention activities; gambling research policy initiative; awareness to education outreach and the March madness campaign; along with the budget breakdown.

Commissioner Randy Jones inquired regarding program contributions from sports betting and casinos. Ms. Winters advised the Lottery being the sole provider for the program. Mr. Traurig explained that when sports betting was authorized, the General Assembly added an additional \$2 million to be budgeted for problem gambling. The casinos have no contribution due to them being Tribal Casinos.

Chair Rand asked what was included within the online category for problem gambling. Ms. Winters advised that it included slots, poker, anything engaged in offshore that is not regulated in our state.

Revenue Generating Committee

Commissioner Nigel Long reported that the Revenue Generated Committee met on September 17, 2025, covering standard departmental reports and 1 action item.

Product Development

Randy Spielman, Chief Product Officer, gave a Product Development update. The update covered Digital Instant new ways to pay and performance; instant win game performance; scratch-off game highlights; and Powerball jackpot facts and figures.

Brand Management

Susan Singley, Director of Advertising, gave a Brand Management and Communications update which covered several campaigns; the July Carolina Black Premier scratch-off; August Jurassic Park scratch-off and Fast Play; Powerball jackpot awareness; September Winners Club; Winners Club World; September Keno TV; and Moving NC Students Forward. The social media benchmark; sponsorships impacts; families celebrate big wins together; the \$204 million in total lottery-funded grants; and lottery enhancements online tools were also discussed.

Ms. Singley presented details for the Digital Menu Boards action item, which would expand the existing program by 500 units.

Commissioner Long moved that the Commission approve the Digital Menu Board action item (a proposed amendment to the Retail Digital Signage Program Agreement) as presented, with direction to staff to negotiate and execute an agreement with terms in the best interest of the Lottery. With no questions or discussion, the motion passed unanimously.

Ms. Singley also mentioned that at the recent NASPL Conference the NC Lottery won 6 awards for

promotion and advertising excellence.

Sales

Daniel Rose, Director of Sales, provided a Sales update to the Commission covering details of the recent annual Sales workshop. It was titled Mission Possible: Embracing Change and Optimizing Sales. The workshop focused on gearing up the team to generate \$4 billion in sales and retail. The conference covered reflection of the previous year's accomplishments and what's coming for the future; recruitment of new business and retail; new retail solutions; digital menu boards, SciQ; and efforts towards reduction in out-of-stock scratch-offs.

Finance and Audit Committee

Commissioner Jason Roth called on Greg Bowers to present the Finance Report.

Finance

Greg Bowers, Chief Financial Officer, gave a finance update that included the FY2025 financial results; FY sales by category compared to budget and FY2024; percentage breakdown of ticket sales revenue by category; distribution of revenue for FY2025 versus FY2024; NCEL sales/transfers to Education since inception; administration as a percentage of revenue, and financial highlights.

Mr. Bowers went on to present the FY2026 preliminary sales results through August. FY2026 sales by category compared to FY2025 2 months through August and sales revenue by category YTD through August 2025 were also presented.

Internal Audit

Kimberly Thomas, Director of Internal Audit, provided an audit report detailing the regional offices; agency policies; along with an internal audit report.

Operations and Personnel Committee

Commissioner Pamela Whitaker reported that the Operations and Personnel Committee met on September 17, 2025, and advised Cantina Lucas would provide the HR update.

Human Resources

Cantina Lucas, Director of Human Resources provided an update which covered the agency's current total employee headcount of 314; new hires since July (20 total); the veterans workforce initiative; succession planning – phase 2; completion of the performance review cycle; open benefit enrollment; and the upcoming compensation study.

FY 2026 Corporate Incentive Plan Proposal

Greg Bowers, Chief Financial Officer, presented and explained in detail the proposed FY 2026 Corporate Incentive Plan action item to the Commission.

On behalf of the Operations and Personnel Committee, Commissioner Whitaker moved that the full Commission approve the FY 2026 Corporate Incentive Program as presented. With no questions or discussion, the motion passed unanimously.

Regulated Gaming Committee

Commissioner Cari Boyce reported that the Regulated Gaming Committee met on September 17, 2025, covering 2 standard departmental reports and 1 action item.

Eric Snider, Chief Regulatory Officer gave the Regulated Gaming update. The update covered the revenue report; the introduction of Ms. Julia Dixon, the new Director of Licensing and Compliance; upcoming regulatory submissions; and operator initiatives during the month of September.

The Commissioners were encouraged to visit the revamped NCGaming.gov website to view frequently asked questions, a listing of the Licensees, North Carolina revenue reports, and the commission rules manual.

Mr. Snider next presented the proposed Designation of Hearing Officers action item in detail to the Commission. On behalf of the Regulated Gaming Committee, Commissioner Boyce moved that the full Commission designate the individuals proposed by staff to be hearing officers for terms of 3 years or until they resign or are replaced by the Commission, and that the Commission delegate authority to the CEO to determine in his responsible discretion, a fixed amount of compensation to apply to all hearing officers across the board. With no questions or discussion, the motion passed unanimously.

Executive Director


Mark Michalko, Chief Executive Officer and Executive Director, called on Hayden Bauguess to present the Legislative update.

Legislative

Hayden Bauguess, Chief Government Affairs Officer, presented a legislative update to the Commission. Chair Rand asked if the Lottery had been singled out in any way regarding the recent state funded performance audit. Mr. Bauguess confirmed that the audit was given to multiple agencies across the state and that the audit was business as usual.

Adjournment

Commissioner Jones moved to adjourn the meeting. Commissioner Roth seconded the motion, which passed unanimously. The meeting adjourned at 11:30 a.m.

Signed by:

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Chair Ripley Rand

12/17/2025

Date