

**North Carolina Education Lottery
Commission Meeting**

Meeting Minutes

Wednesday, February 16, 2011

Commissioners in Attendance: Robert A. Farris, Jr., Chairman
Cullie M. Tarleton
William F. Dowdy
Pamela M. Whitaker

Participating via Phone: Carla N. Archie

Commissioners not in Attendance: Judge Marlene Hyatt
Lawrence M. Spears

Staff in Attendance: Alice Garland
Bill Jourdain
Lou Ann Russell
Penny Railey
Randy Spielman

The North Carolina Education Lottery Commission meeting was held Wednesday, February 16, 2011 at 11:00 a.m. in the Dr. Charles Sanders Conference Room of the North Carolina Education Lottery located at 2100 Yonkers Road, Raleigh, NC.

- Chairman Farris called the meeting to order and reminded everyone of the North Carolina Education Lottery (NCEL) Commission's firm commitment to serve the people of North Carolina by providing funds for education which should truly be additive and supplemental.
- Commissioner Dowdy moved to go into closed session according to GS 143-318.11(a)(5) to discuss contractual matters regarding the Executive Director. Commissioner Tarleton seconded the motion. The motion passed and the meeting adjourned into closed session.
- After the meeting returned to open session, Chairman Farris announced that the contract with the new Executive Director has been approved and executed.
- Alice Garland, Executive Director, presented details of the recent staff reorganization and consolidation of departments within the NCEL, which included the elimination of two Deputy Executive Director positions.
- Lou Ann Russell, Deputy Executive Director, Marketing, Advertising and Communications, provided an update on the Asheville draw station procurement process. The NCEL received one proposal from WLOS-TV and a contract between the NCEL and WLOS is pending.
- Bill Jourdain, Deputy Executive Director, Finance, Administration and Security, presented an update of sales and performance for the Fiscal Year through January 31, 2011. Mr. Jourdain also reviewed the distribution of revenue for the previous six months ending December 31, 2010.
- Ms. Russell presented detailed information regarding the NCEL's marketing and advertising initiatives which included the strategic plan process, an overview of the advertising campaigns for FY2011, and a recap of future new advertising and marketing plans.
- Penny Railey, Director of Marketing, provided an overview of Lucke-Zone, the new players' club website and the NCEL Events and Promotions Program.
- Randy Spielman, Instant Product Manager, provided an overview of the instant scratch-off ticket strategic process which included a detailed review of various prize structures.

There being no further business, the meeting was adjourned.

Robert A. Farris, Jr., Chairman

Date