

**North Carolina Education Lottery
Commission Meeting**

Meeting Minutes
Wednesday, May 15, 2019

Commissioners in Attendance:

Tony Rand, Chairman
Nick Picerno
Morgan Beam
Randy Jones
Jody Tyson
Jason Roth
Courtney Crowder
Chris Shew

Staff in Attendance:

Mark Michalko
Susan Singley
Quan Kirk
Frank Suarez, Jr.
Van Denton
Tamara Wiggs
Reggie Barnes

The North Carolina Education Lottery Commission meeting was held on Wednesday, May 15, 2019 at 10:00 a.m. by telephone conference call.

Chairman Tony Rand opened the meeting and greeted all Commissioners and meeting attendees.

Advertising and Media Services Contracts

Chairman Rand asked Commissioners to direct any questions that they may have concerning the proposed awards for advertising and media services contracts to Susan Singley, Director of Advertising.

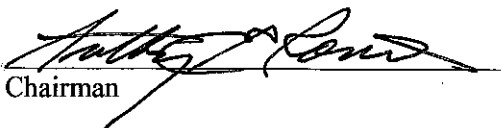
Ms. Singley gave an explanation of the scoring system for Phase I and Phase II and how each applicant was scored during the process. She also discussed the recommendation for the media planning and buying services agency to apply as a HUB vendor. Ms. Singley also explained how percentages were calculated for the media budget.

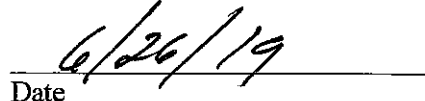
After discussion, a motion was made by Commissioner Jody Tyson to accept the results and recommendations from the evaluation team to award the contract for creative advertising to J. Walter Thompson (JWT) and to award the contract for media planning and buying services to Spurrier Group. The motion was seconded by Commissioner Morgan Beam. The motion was approved by the Commission.

Mark Michalko, Executive Director, reviewed the process of signing and executing the contract with Commissioners. Quan Kirk, General Counsel, will begin to review and start contract negotiations immediately with the awarded agencies. Any changes will be reported back to the Commission.

Adjourn

With no other business to discuss the meeting was adjourned at 10:24am


Chairman


Date