

Minutes of the Lottery Advisory Commission
November 21, 2013

Attendance

A special meeting of the Lottery Advisory Commission (Commission) was held from 1:35 p.m. – 2:40 p.m., on Thursday, November 21, 2013. Representing the Commission was Mr. Mike Rud (Chairman); attending by teleconference were Representative Lois Delmore, Representative Joe Heilman, and Mr. Russ Hanson. Senator Lonnie Laffen joined at 1:40 p.m. Representing the North Dakota Lottery (Lottery) were Mr. Randy Miller, director, Mr. Ryan Koppy, sales and marketing manager, Ms. Julie Thompson, security officer, and Ms. Missy Reich, administrative staff officer.

Update on the Implementation of New Lottery Equipment/Services Related to the Online System

Ms. Thompson reviewed the schedule for the implementation for new lottery equipment and services related to the online system. The current contract ends March 24, 2014. Retailers will have the new equipment and signage required for the conversion in place by March 23, 2014. Authorization forms for installation of communication and lottery equipment will be mailed to retailers tomorrow. This form provides authorization for the installation of the necessary communication equipment and cabling, and North Dakota Lottery point of sale equipment. The due date for the return of this letter is January 10, 2014. Once the Lottery receives the authorization form a training session will be scheduled for the retailer in one of eight locations around the state. Dickinson, Bismarck, Jamestown, Fargo, Grand Forks, Devils Lake, Minot and Williston are the locations tentatively set. On approximately January 17, 2014 Scientific Games will begin contacting retailers to schedule the training needed. Within seven to ten days of the completion of the training, the communications system and new equipment will be installed at the retailer's location. All retailer installation should be completed by March 23, 2014.

The Lottery is working with Scientific Games to determine the payment process for the online subscription service. Scientific Games will provide the Lottery with banking and transaction fees for the online automated subscription service.

The full system conversion for all components is planned for start of day on July 6, 2014.

Ms. Thompson discussed options to determine age verification on the 50 self-service lottery terminals. One option was the barcode scanner for a driver's license. The other was the ability to have an accept-decline screen that would require the player to confirm they are at least 18 years of age. Also retailers could have a kill switch at the counter, if a player looked under 18 years of age, the self-service lottery terminal could be disabled. Commissioner Delmore made a motion to recommend the accept-decline option to determine age verification for the self-service lottery terminals. Commissioner Hanson seconded the motion. The motion passed 5-0. The recommendation will be presented to Attorney General Stenehjem for final approval.

Ms. Thompson explained that for an additional \$300 per terminal a document scanner could be added to the self-service lottery terminal, allowing the terminal to read play slips. Commissioner Delmore made a motion to forego spending the extra \$300 per machine on the document scanner. Commissioner Heilman seconded the motion. The motion passed 5-0. The recommendation will be presented to Attorney General Stenehjem for final approval.

Review of Lottery Logos and Tag Lines (Rebranding)

Mr. Kopy presented the review of lottery logos and tag lines for the rebranding process. The Lottery is planning to coincide the rebranding with the system conversion in March, 2014. Three North Dakota Lottery logo designs were presented. The current lottery logo, a logo with Lottery enhanced on a blue background, and an outline of the state with a starburst behind the red ball. Commissioner Laffen made a motion to recommend the outline of the state with a starburst behind the red ball as the new lottery logo. Commissioner Delmore seconded the motion. The motion passed 5-0. The recommendation will be presented to Attorney General Stenehjem for final approval.

Mr. Kopy presented three designs for the Powerball logo. The current Powerball logo, a logo incorporating the new North Dakota Lottery logo into it, and a logo similar to the design used by the Powerball Group without the use of the North Dakota Lottery logo. Commissioner Laffen made a motion to use the Powerball logo without the use of the North Dakota Lottery logo. Commissioner Delmore seconded the motion. The motion passed 5-0. The recommendation will be presented to Attorney General Stenehjem for final approval.

Mr. Kopy presented three taglines for the North Dakota Lottery. The current tagline, "Imagine the Possibilities", along with "Can you imagine!?" and "Start dreaming.". Commissioner Delmore made a motion to use "Can you imagine!?" as the North Dakota Lottery tagline. Commissioner Hanson seconded the motion. The motion passed 5-0. The recommendation will be presented to Attorney General Stenehjem for final approval.

Omnibus Items

The Commission scheduled the next regular meeting on Monday, December 2, 2013 at 2:00 p.m. and a special meeting to discuss online system conversion items on Monday, December 16, 2013 at 10:00 a.m.

Adjournment

Commissioner Delmore made a motion to adjourn. Commissioner Heilman seconded the motion. The motion passed 5-0. The meeting adjourned at 2:40 p.m.