Minutes of the Lottery Advisory Commission
September 28, 2026, Meeting

A meeting of the Lottery Advisory Commission (Commission) was held from 2:30 p.m. to 3:18 p.m. on September 28, 2026, at the North Dakota Lottery Office.

Chairman Mike Rud attended in person. Russ Hanson, Senator Jeff Barta, and Senator Claire Cory participated in the meeting remotely. Representative Karla Rose Hanson was absent.

Representing the North Dakota Lottery (Lottery) were Mr. Thomas Lawler, director; Mr. Ryan Koppy, sales and marketing manager; Mr. Matt Anderson, account budget specialist; and Ms. Jessica Seibel, administrative assistant II.

Representing GA Law Group was Jordin Leier who participated remotely at 3:10 p.m. Representing Bureau of Criminal Investigation (BCI) in person was Lonnie Grabowska, director of BCI.

Election of Commission Chair

Commissioner Russ Hanson made a motion, which was seconded by Commissioner Barta, to nominate Commissioner Rud to serve as chairperson for a one-year term. Commissioner Rud was elected chairman as the motion passed 4-0.

Approval of Minutes

Commissioner Russ Hanson made a motion to approve the minutes of the April 10, 2026, meeting. Commissioner Jeff Barta seconded the motion. The motion passed 4-0.

North Dakota Bureau of Criminal Investigation requesting fund for the Multi-Jurisdictional Drust Task Force Grant Fund

Mr. Lonnie Grabowska presented this section.

Mr. Grabowska gave a presentation to the commission for approval to introduce a bill that would amend N.D.C.C 53-12.1-09 to increase funds transferred to the Multi-Jurisdictional Drug Task Force Grand Fund. The requested increase would raise the current total of lottery funds available from $1 million per year to $1.5 million per year. The justification for this increase is the continued decrease in Justice Assistance Grant (JAG) funds coming to ND, the increased operational needs of the multijurisdictional drug task forces, and the increase of multijurisdictional drug task forces being created statewide (currently up to eleven in the state).

Commissioner Rust Hanson motioned to move forward as presented and Commissioner Barta seconded. The motion passed 4-0.

Lonnie left at 2:40 p.m.

Approval consideration to award Marketing and Advertising contract

Mr. Thomas Lawler presented this section.

Odney was awarded the Marketing and Advertising contract. Commissioner Barta motioned to approve, and Commissioner Russ Hanson seconded. The motion passed unanimously.

Overview of Financial Information

Mr. Matt Anderson presented this section.

Unaudited Revenues and Expenses for the fiscal year 2026, 3rd Quarter (January-March).

Total ticket sales for quarter ended March 31, 2026, compared to same period in 2025, increased $682,071 or 11.38%. The increase in sales in 2026 had a direct impact on Prizes, Commissions and Contractual expenses. Powerball jackpot reached $250 million in 2026 compared to $526 million in 2025. Mega Millions jackpot reached $533 million in 2026 compared to $344 million in 2025. February 22, 2026, Lucky for Life ended and Millionaire for Life started. This changed the cost of a ticket from $2.00 to $5.00. In 2025 there was a Powerball jackpot that went unclaimed on Ohio and $125,000 was distributed to ND Lottery. The percentage of ticket sales paid to Scientific Games Inc (SGI) in 2026 was 13.11% compared to only 9.573% in 2025. ND Lottery paid $456,000 to catch up from September 28, 2025 (start of contract) to January of 2026. Four invoices were paid in 2026 compared to only three in 2025. $105,000 paid to Odney in 2026 compared to $56,000 in 2025 due to higher jackpot levels in 2026. Turnover in the director's position during 2025 resulted in less wages paid for that position during that quarter. Higher SGI Bank Fees were paid in 2026 compared to 2025 due to debit card transactions at the retailers.

Unaudited Sales for the fiscal year 2026, 4th Quarter (April-June).

Total ticket sales for Quarter Ending June 30, 2026, compared to same period in 2025 increased $1,040,133 or 17.27%. This increase is due to on February 22, 2026, Lucky for Life ended and Millionaire for Life started. This changed the cost of a ticket from $2.00 to $5.00. The 2by2 7-draw promotion ran during 2026, and no promotions ran during 2025. Lotto America jackpot in 2026 was $30.911 million vs 2025 when it went out at $37.370 million beginning of June 2025.

Unaudited Revenues and Expenses for the fiscal year 2026, Annual (July-June).

Total ticket sales compared to same time in 2025 increased $8,548,478 or 31.81%. The Powerball jackpot reached $1.816 billion in 2026 compared to $526 million in 2025 and on February 22, 2026, Lucky for Life ended and Millionaire for Life started. This changed the cost of a ticket from $2.00 to $5.00. Total operating revenue increased $9,616,549 or 35.74% because approximately $730,000 in unclaimed prizes in other jurisdictions returned to the Lottery. The Prize Expense, Retailer commissions/Bonuses and Contractual Service Expense increased due to increased jackpot levels in 2026 compared to 2025 that drove up ticket sales. ND Lottery also paid $563,000 to SGI for contractor incentive payment bonus in 2025 but none in 2026. Marketing expense decreased because $80,000 less was spent on radio media in 2026 compared to 2025. Cash Dash promo ran in 2025 but not 2026. Salaries and Benefits expenses decreased by $352,000 due to reduction of pension and compensated absence expenses in 2026.Operating expenses increased in 2026 compared to 2025. This was due to $60,000 being paid in bank fees for debit card

transactions done at the retailers. The State General Fund transfers increased in 2026 due to higher tickets sales that resulted in a higher general fund transfer.

Overview of Pick & Click Summary
Presented by Mr. Thomas Lawler.

For fiscal year 2026 (July1,2025 through June 30, 2026), funding totaled $3,533,938.75, wagering totaled $4,563,481.00, and wins totaled $1,218,398.00. There were 26 high tier winners: five $600 winners, three $800 winners, four $1,000 winners, one $1,500 winner, three $2,000 winners, one $4,000 winner, two $5,000 winners, one $7,500 winner, five $22,000 winners, and one $150,000 winner.

For fiscal year 2027 (July 1, 2026, through September 20,2026), funding totaled $849,565.54, wagering totaled $1,087,829.00 and wins totaled $287,861.00. So far there have been seven high tier wins: three $600, one $1,000, and two $7,500 winners.

Overview and comparison of other jurisdictions iLottery sales
Presented by Mr. Thomas Lawler.

	Launch	Instants	Draw	Total iLottery	Total Lottery Sales	% of iLottery Sales	% of Draw Game iLottery Sales
Georgia	Nov-12	$185,719,000.00	$230,661,759.00	$416,380,759.00	$5,328,619,088.00	7.81%	4.33%
Illinois	Mar-12	$0.00	$701,513,709.00	$701,513,709.00	$3,756,200,227.00	18.68%	18.68%
Kentucky	Apr-16	$101,532,000.00	$29,637,000.00	$131,169,000.00	$1,458,912,000.00	8.99%	2.03%
Michigan	Aug-14	$195,590,861.00	$123,244,391.00	$318,835,252.00	$4,609,337,344.00	6.92%	2.67%
New Hampshire	Sep-18	$47,018,977.00	$189,457,713.00	$65,476,690.00	$602,447,717.00	10.87%	31.45%
North Carolina	Jun-16	$329,213,477.00	$142,792,809.00	$472,006,286.00	$4,964,591,901.00	9.51%	2.88%
North Dakota	Jul-14	$0.00	$3,527,728.00	$3,527,728.00	$26,875,989.00	13.13%	13.13%
Pennsylvania	May-18	$78,172,078.00	$49,840,520.00	$128,012,598.00	$4,438,685,296.00	2.88%	1.12%
Rhode Island	May-20	$3,268,511.00	$3,793,653.00	$7,062,164.00	$1,016,857,147.00	0.69%	0.37%
Virginia	Jul-20	$360,644,387.00	$138,661,145.00	$499,325,532.00	$4,345,343,824.00	11.49%	3.19%
District of Columbia	Dec-20	$3,662,399.00	$3,552,116.00	$7,214,515.00	$175,616,897.00	4.11%	2.02%
Connecticut	Jun-24	$0.00	$10,367,720.00	$10,367,720.00	$1,375,743,246.00	0.75%	0.75%
West Virginia	Oct-24	$2,788,644.00	$1,851,816.00	$4,640,460.00	$1,640,656,268.00	0.28%	0.11%
Kansas	Feb-25	$3,672,534.00	$593,430.00	$4,265,964.00	$301,776,235.00	1.41%	0.20%
Total		$1,311,302,868.00	$1,458,495,509.00	$2,769,798,377.00	$34,041,663,179.00		

1. Rhode Island is currently Keno/einstant only
2. Illinois Includes Fast Play (Instant Draw Game)
3. North Carolina & Virginia serve as regulators (not operators) for casino and/or sports betting and those revenues are include in Total Lottery Sales

Powerball NFL X's and O's game update
Presented by Mr. Thomas Lawler.

Sales launched on Tuesday, September 8th. At launch there were 23 jurisdictions participating. The first draw was September 13th, with about $1.5 million in sales, 19 match 7 of 8 winners. Total of the three draws is $5.5 million and 35 match 7 of 8 winners. We are not part of this group but have asked to attend some of the meetings to see how the game goes.

Marketing Activity and Short-Term Marketing Plans
Presented by Mr. Ryan Koppy.

Players Club
The North Dakota Lottery Players Club currently has 73,041 registered members as of August 31st. In August, there were 4,522 unique monthly active users with activity or funded an account, purchased, or entered tickets in the Club. This is an 11.99% increase over July 2026.

Several Points for Drawings (PFD) prizes were given to players in recent promotions. On May 6, 2026, five winners received LEGO® Star Wars™ Bundles. On June 3, 2026, five winners received HP Touchscreen Laptops, and two winners received $3,000 Gift Card Bundles ($1,000 each of Walmart, Target, & Amazon). On July 1, 2026, five winners received Fresh Start Bundles, and one winner received $1,000 Cash & NASCAR Powerball – The Chase™. On August 5, 2026, five winners received Wearable Tech Bundles, and two winners received Sony Smart TN & Soundbar Bundles. On September 2, 2026, three winners received Summer Mystery Boxes.

Two PFD promotions are currently in progress: five Ray-Ban Meta AI Sunglasses and two Yardmax Snowblowers. Upcoming PFD promotions are Pick & Click "Spookstacular" ($500 Credit), Solar Generator, Game Room Bundle and Trip package. August 2026 KPI's for the Points for Prizes® program where total points redeemed were 1,355,364, an 18.15% decrease compared to July 2026. The dollar value of orders was $20,330.46; an 18.15% decrease compared to July 2026. The number of items ordered was 303; an 8.73% decrease compared to July 2026. Number of digital gift cards ordered was 92; a 9.8% decrease compared to July 2026. The percentage of gift cards ordered was 30.36%; an 1.17% decrease compared to July 2026. Top five prizes by quantity ordered (August 2026) were 35 $25 Amazon digital gift card, 32 $25 Walmart digital gift card, 7 AA alkaline batteries (48 pack), 6 $25 Darden Restaurants digital gift cards, and 5 $25 Target digital gift cards.

Lottery Promotions
The 2by2 Instant Win Promotion is scheduled to run Sunday, May 31 through Saturday, June 27, 2026. Qualifying purchase will be a single play, 7-draw 2by2 ticket for $7. With the qualifying purchase, players will be eligible to instantly win a free 7-draw 2by2 ticket or $500; winners will be chosen at random. Advertising budget is set at $60,000 and prize expense is budgeted at $47,000. Media buy included POS, radio, social media, Programmatic Video, and digital billboards. Included a 2nd Chance Drawing with this 2by2 promotion. Details are as follows: 2by2, single play, seven (7) draw ($7) tickets, were eligible to be entered into the 2nd Chance

Drawing to win one of ten $500 second chance cash prizes. Entries made via the Enter Ticket page through the North Dakota Lottery Players Club website and/or scanned with the mobile app. Entry Timeline: May 31 – June 27, 2026. The 2nd Chance Drawing for the ten individual winners was conducted by SGI Draw Services on Wednesday, July 1, 2026. A player could only win one $500 second chance cash prize. There were 1,614 unique individual entrants with 12,831 total entries. The ten winners were from Dickson (x2), Fargo, Mandan, Minot (x2), Tioga, New Leipzig, and Wimbledon, ND and Moorhead, MN. As usual, this iteration of the 2by2 promotion was a massive success. Sales totaled $617,323. The 6-week post promo analysis showed 2by2 sale at a 12% increase, and at 12 weeks sales continue to hold strong at an 8.8% increase, when compared to sales prior to the promotion. Players won $49,082 in instant prizes including eleven $500 instant wins. In addition to the instant wins, we had a bunch of 2by2 jackpot winners during the promotion. There were eight $22,000 2by2 jackpot prizes and one $44,000 Tuesday Doubler jackpot prize won during the promotion.

Cash Dash Retailer promotion is ten tentatively scheduled to run Sunday, January 31 through Saturday, February 27, 2026. Qualifying purchase: one of each of the ND Lottery's games with multipliers (Powerball with Power Play, Mega Millions, Lotto America with All Star Bonus, Millionaire for Life, and 2by2) for $16. Eligible qualifying purchases will have a chance to instantly win $5, $20, $100 or $500. Cash Dash instant winners are chosen at random. Budgeted Costs: $40,000 in instant prizes and $95,000 in advertising costs (production, point of sale items, TV, radio, Programmatic video, Midco CTV/OTT, digital billboards, and Facebook).

Miscellaneous

2026 Drug Task Force Benefactor Supplemental Campaign

A supplemental social media campaign ran May 4 through May 31, 2026. We went to a real granular level, depicting all the drugs that were removed from ND streets in 2025. Data came from the 2025 Drug Task Force annual reports. Advertising budget was set for $25,000. Below are a few of the social media posts:

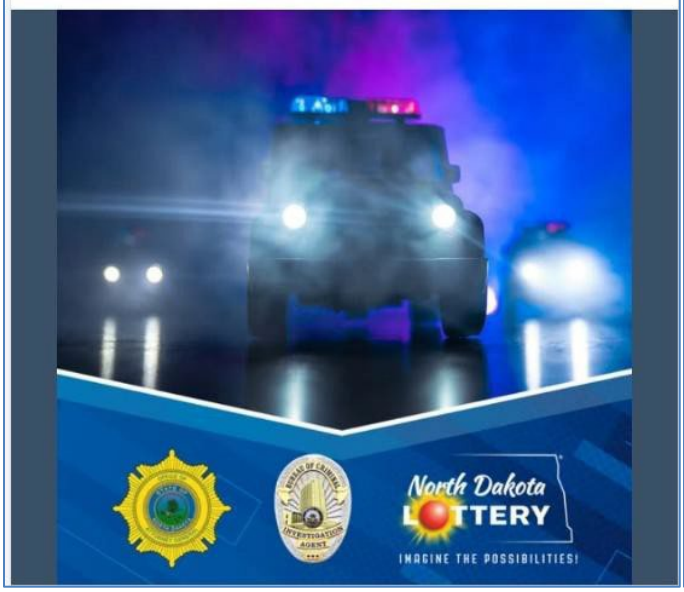
North Dakota Lottery
· May 24 ·

Over 1,000 drug-related arrests made possible through funded task forces.

Your play helps power the mission:

Identify. Disrupt. Dismantle.

*Statistics compiled from North Dakota Multijurisdictional Drug Task Force 2025 Annual Reports.
See less



North Dakota Lottery
· May 14 ·

Here's some of what your support helped remove from ND communities:
- Nearly 200 lbs meth (90.500g)
- Over 16 lbs cocaine (7,500g)
- Over 23 lbs fentanyl (10.500g)
- Over 500g heroin (1.1 lbs)

Real numbers. Real impact.

*Statistics compiled from North Dakota Multijurisdictional Drug Task Force 2025 Annual Reports.
See less

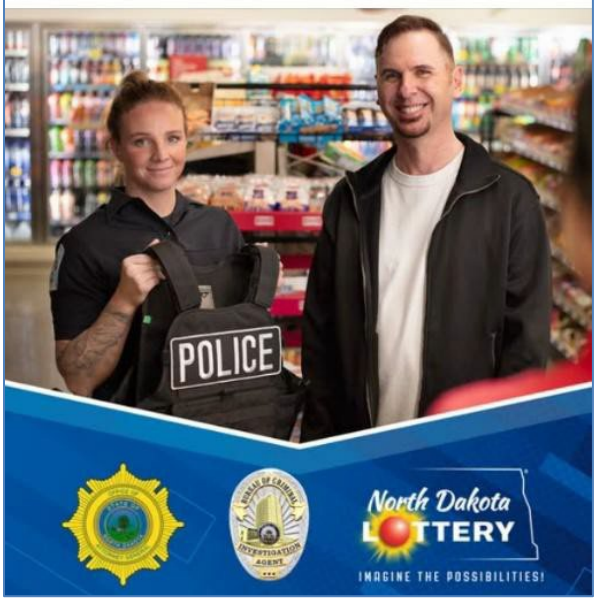


North Dakota Lottery
· May 16 ·

Nearly 225 pounds of meth and fentanyl seized across North Dakota.

That's what "playing with purpose" looks like.

*Statistics compiled from North Dakota Multijurisdictional Drug Task Force 2025 Annual Reports.
See less



North Dakota Lottery Website Update/Refresh
Odney completed the work on the NDL website update/refresh in late July 2025 and sent the template files to the ND Lottery. Launch of the new LOTTERY.ND.GOV website has been pushed back. No timeline has been set, but we are looking to have the new website up as soon as possible.

Additional Business
Presented by Mr. Thomas Lawler.

MUSL was the owner of our logo/trademark but we are now in the final stages of completing the paper so that the North Dakota Lottery will own the logo/trademark.

Tentative time for the next meeting is the middle of November.

Adjournment
Commissioner Barta made a motion to adjourn the meeting. Commissioner Russ Hanson seconded the motion. The motion passed 4-0. The meeting was adjourned at 3:18 p.m.