

**PUBLIC MEETING OF THE ARIZONA LOTTERY
COMMISSION MINUTES – SEPTEMBER 18, 2009**

TIME: 10:00 a.m.

PLACE: Arizona Lottery Board Room
4740 E. University Drive, Phoenix, AZ

PRESIDING: Chair Leo Valdez

COMMISSIONERS: Vice-Chair Nikki Daly and Commissioners Jeffrey Boehm, Lori Mann, and Veronica Zapata Vaughn.

LOTTERY STAFF: Jeff Hatch-Miller, Executive Director; Trish Phillips, Deputy Director/Operations; Karen Emery, Deputy Director/Policy; Kim McGlothlen, Sales and Marketing Director; Steve Johnson, IT Director; Bill Kaehler, Audit, Accounting, and Procurement Director; Carolyn Koll, Human Resources Manager; Marita Ralston, Advertising Manager; Nick Schell, Corporate Accounts Manager; Cindy Esquer, Community Outreach Manager; Barbara Anderson, Strategic Planning Manager; Ivy Gilio, Products Manager; and Pamela Ulloa, Executive Assistant

GUESTS: Stephanie Pentelute, Cammy Wagner, Eric Doolan - Riester; Sergio Carlos, Riester Multicultural; Serena Stapp - GTECH; LaDonna Ockinga, Attorney General's Office, and Matt Silverman, Public.

Call to Order. Pursuant to the Public Notice dated September 15, 2009, the Public Meeting of the Arizona State Lottery Commission was called to order at 10 a.m. by Chair Valdez. A quorum was present.

Upon request by Chair Valdez, Vice-Chair Daly made a motion to approve the minutes of August 21, 2009; Commissioner Boehm seconded. All members voting aye, motion carried.

Director's Report. Mr. Jeff Hatch-Miller, Executive Director, presented an overview of the Director's report; a copy of which is attached for the official minutes.

New Business. Chair Valdez asked if any members of the public would like to address the Commission regarding new Scratchers Game Profiles: *Sparkling 7's (\$1) #657*, *Sparkling 7's (\$2) #658*, *Sparkling 7's (\$5) #659*, and *Crazy for Crossword #695*. No response from the public.

In accordance with A.R.S. §5-504 (C), Chair Valdez entertained a motion to approve the order and authorize the Director to issue the order regarding the New ScratchersSM Game Profiles. Commissioner Mann moved; Commissioner Zapata Vaughn seconded.

All members voting aye, the motion carried.

Chair Valdez asked if any members of the public would like to address the Commission regarding the Amended Promotion Profile #49, ScratchersSM Spotlight Games Incentive. No response from the public.

In accordance with A.R.S. §5-504 (C), Chair Valdez entertained a motion to approve the order and authorize the Director to issue the order regarding the Amended Promotion Profile #49, ScratchersSM Spotlight Games Incentive. Commissioner Boehm moved; Commissioner Mann seconded.

All members voting aye, the motion carried.

Ms. Ralston presented the newly revised Arizona Lottery website. The goal was to make the site more modern. Ms. McGlothen presented the commercial for the new color for *Cash Spectacular* in both English and Spanish.

Commissioner Zapata Vaughn commented on the Lottery's advertising and promotions and questioned the staff about some particulars.

Call to the Public. Chair Valdez invited members of the public to speak before the Commission. No one from the public requested to speak.

Announcements. The next Commission meetings will be held October 16, November 20, and December 18, 2009, at 10 a.m.

Adjournment. Upon request by Chair Valdez, Commissioner Boehm moved; Commissioner Mann seconded. All members voting aye, motion carried.

Meeting adjourned at 10:40 a.m.