

Minutes for the Colorado Lottery Commission

Call to Order

A Commission Meeting for the Colorado Lottery was held via Zoom on Wednesday, July 9, 2025. Chairman Podolski presided over the meeting, which was called to order at 8:00 a.m.

Attendees

In attendance were the following:

Stan Podolski, Chairman	Lauren Back, Lottery
Bill Clayton, Vice Chairman	Marie Valtakis, Lottery
Christian Reece, Commissioner	Meghan Dougherty, Lottery
Janelle Quick, Commissioner	Mike Strasser, Lottery
Michael Shea, Commissioner	Misty Siderfin, Lottery
Tom Seaver, Senior Director	Nancy Bartosz, Lottery
Jennifer Anderson, Deputy Senior Director	Rachel Sanchez, Lottery
Adrian Varney, Lottery	Scott Chavkin, Lottery
Alanna Burns, Lottery	Tennille Segura, Lottery
Amanda Quintana, Lottery	Terri Geier, Lottery
Angel Ramos, Lottery	Tiffany Ramsdell, Lottery
Brian Kohnlein, Lottery	Tom Campbell, Lottery
Bridget Rader, Lottery	Wendy Weldon, Lottery
Cristi Gannon, Lottery	Torrey Samson, Attorney General's Office
Dave Aldag, Lottery	Ana Rios Salgado, Brightstar
Diana Padilla-Morales, Lottery	Madelaine Shipley, Cactus
Giana Giraldi, Lottery	Christy Reeves, GOCO
Jay Sisson, Lottery	Dwayne Wilson, IGT
Jeffrey Adams, Lottery	Tom Kits, IGT
Jenna Cordova, Lottery	Mark Basedow, Lotto.com
Kassie Gutierrez, Lottery	Meghan Kiss, Scientific Games
Kelia Busby, Lottery	Scott Meiklejohn, Member of the Public

Introductions and Welcome

Chairman Podolski welcomed everyone. He noted that he, Vice Chairman Clayton, Commissioner Reece, and Commissioner Quick were all in attendance. Chairman Podolski stated that everyone else in attendance would be noted on the official meeting minutes. He then invited Mr. Seaver to introduce the newest Commissioner, Michael Shea, who was also present.

Public Comment

Vice Chairman Clayton called for any public comment. There was no public comment.

SGEP Update

Ms. Kiss addressed the Commission and presented the SGEP update. She stated that the focus on recruiting has been on liquor stores, hardware stores, pharmacies, dispensaries, laundromats, tobacco and vape stores, and that there would be 10 more coming on board soon. She said that they have also been focusing on the Raise Them Right Training with the new retailers who have been working alongside Mr. Campbell's Team. This process helps ensure that once the stores are onboarded, they understand the processes and will remain successful. She said they try to ensure to follow through on this training for all new retailers to ensure success across the board.

Ms. Kiss also gave an update on the SciQ in-store merchandising and vending technology that is being installed across the state. The update stated that after the current wave of installations is complete, there will only be 4 units remaining from our allotment of 500. She said these units have been great for collecting data, and they are looking forward to finishing the installation process soon.

Approval of Minutes

Chairman Podolski called for any updates to the June 11, 2025, Lottery Commission meeting minutes. Seeing none, Vice Chairman Clayton motioned to approve the June meeting minutes, which Chairman Podolski seconded. The motion passed unanimously, 5-0.

Decision Items

Ms. Ramsdell presented five Decision Items requiring Commission approval:

- Game 387, \$50 Set For Life with a top prize of \$25,000 per month for 20 years. This game is anticipated to launch on September 15th.
- Game 392, \$1 Reindeer Riches with a top prize of \$5,000. This game is anticipated to launch on October 27th.
- Game 393, \$2 Holiday Riches with a \$10,000 top prize. This game is anticipated to launch on October 27th.
- Game 395, \$5 Merry and Bright with a top prize of \$50,000. This game is anticipated to launch on October 27th.
- Game 396, \$10, \$50, & \$500 Blowout with prizes set at \$10, \$50, and \$500. This game is anticipated to launch on October 27th.

Mr. Seaver clarified that there were two types of games, one of which was presented, that are fairly similar. He then referenced "Frenzy" and "Blowout" games. Mr. Seaver wanted to ensure that everyone understood the difference between the two, as they both feature lower top prizes. He stated that for a Blowout, as was just presented by Ms. Ramsdell, the only prizes in the game are set \$10, \$50, and \$500, and the prizes will always be set at a certain level for this game. A Frenzy may have a low top prize like \$500, but will also have several lower-tier prizes, and can even include breakeven prizes. Overall, a Frenzy has more frequent winners at lower levels, while a Blowout only has prizes at significant levels. He said both

types of games would be featured repeatedly, but as the Blowout games are fairly new, he wanted to clarify the differences.

Chairman Podolski made a motion to approve the Decision Items as presented, which was seconded by Commissioners Quick. The motion passed unanimously, 5-0.

Approval of Scratch Game Guidelines

Ms. Ramsdell presented the Scratch Game Guidelines as follows, noting that all games presented are eligible for the Monthly Second Chance Draw.

- Game 387 with a price point of \$50, with a payout of 80%, and overall odds of 1 in 3.42.
- Game 392 with a price point of \$1, with a payout of 61.25%, and overall odds of 1 in 4.04.
- Game 393, with a price point of \$2, with a payout of 64%, and overall odds of 1 in 3.90.
- Game 395, with a price point of \$5, with a payout of 68.5%, and overall odds of 1 in 3.71
- Game 396, with \$10, \$50, & \$500 price points, with a 71.88%, and overall odds of 1 in 9.74

Chairman Podolski moved to approve the Scratch Game Guidelines as presented, which was seconded by Commissioner Clayton. The motion passed unanimously, 5-0.

Jackpot Game Performance

Mr. Sisson presented the Jackpot Game performance and stated that the overall Jackpot sales for June were \$15.7 million, which was an increase of 0.12% or \$18,000 compared to the month of May. Sales for this June compared to last June were down \$500,000, and during this month, we had two Jackpot winners. The first was for the Colorado Lotto on 6/4, sold in Parker, and won \$2.5 million; the second was a Mega Millions on 6/27 in Virginia, for \$348 million. When the Mega Millions was hit, the coverage was only 2.42%, meaning the lottery had a 97.58% chance of not getting hit. Mr. Sisson stated that on 7/4, the Colorado Lotto was hit again for \$2.3 million, which occurred after only one month of draws.

Mr. Sisson did an overall update on Mega Millions as well, and compared the \$2 and the \$5 per Mr. Seaver's request. He evaluated the sales of the \$2 game starting in January until March, when the switch was made to the \$5 game, and compared those to the \$5 that was recently hit in June. Both of these games went for 19 drawings during the months Mr. Sisson evaluated, and there was a sales increase of approximately 21.89% or \$1.8 million after the \$5 game was introduced. The \$5 produced 46.31% or \$649,000 more prizes, which Mr. Sisson said attested to one of the selling points of the \$5 game being that there would be more winners. The low-tier winners for this game have doubled, and there was a \$2 million winner on 6/17.

Mr. Sisson reiterated that the notable occurrence from this game was that both price points drew winners on the 19th draw. However, the jackpot for the \$2 game was higher than the \$5 game, being \$344 million and \$326 million, respectively. He explained that this does not

parallel with the claim of the \$5 game generating a larger Jackpot quicker, and it will not be quicker in the future, but could potentially be larger if rolls were done more frequently.

Scratch Game Performance

Ms. Ramsdell reported that Scratch sales totaled just over \$49 million for June. Scratch sales are tracking about \$1 million behind where we need to be to hit our goal of \$601 million for FY25. The \$1, \$2, and \$3 price points are tracking behind prior year sales, while \$5, \$10, \$20, and \$50 price points are tracking above prior year sales. The new games launched in June were \$2 Triple Play, \$5 Jurassic Park, \$10 Jurassic World, and \$20 Platinum 8s.

FY25 Projected Sales, Expenses, and Disbursements

Mr. Aldag said that the revenue is projected to be just short of the \$601 million Scratch goal at \$599.7 million. The end number would be finalized as soon as accounting finishes their reconciliations, but the final number will be close to that estimation. He did congratulate the team, as this is a record for the highest scratch sales the Lottery has ever seen.

Mr. Aldag said that this is the lowest Jackpot sales that the Lottery has had in the last four years, putting us at a total of \$228 million. He then compared that to 2024 sales at \$312, 2023 sales at \$293, and 2022 sales at \$236. He said that the Mega Millions Jackpot only reached \$1 billion once this year, which is a drop from last year's Jackpot reaching \$1 billion on five occasions. He said that this likely contributed to the drop-in sales.

For beneficiary proceeds, the combination of a decrease in sales for the Jackpot and an ever-increasing GOCO cap, we are projecting to be short of this by about \$3 million. The current projection for distributions this year is \$166 million, compared to 2024 was \$196 million, 2023 was \$195 million, and 2022 was \$180 million. He did point out that despite not hitting the GOCO cap, our contributions to GOCO will be the highest they have ever been.

As of June 30th, we had 105.5 FTEs, and he is optimistic that we are approaching near full employment. There will be some new positions added for the DI and FY26, and the managers and directors are working on getting those posted as we begin the new fiscal year.

Mr. Aldag noted that we did underspend on Marketing and Communications appropriations this year. He said there was thoughtful decision-making between Mr. Chavkin and the sales, marketing, and communications teams on spending for the last three months of the year. He said, given the sales and proceeds circumstances this late in the 4th quarter, they did not see a lot of reason to leverage the spending, and instead saw it more beneficial to give to proceeds. For FY26, Mr. Aldag said that the new projects would likely boost the Lottery's spending, and confirmed that next month, the commission will be taking a preliminary look at the projections for the new fiscal year.

Commissioner Reece asked if the reception for the Rockies Collaboration had been successful or not, thus far. Ms. Valtakis brought up the fact that there is good engagement with the games that are played between innings, and during the season-end recap with the Rockies, the final numbers will be presented. Ms. Valtakis said Colorado Lottery Day at the Rockies is an upcoming event on 8/15, at which there will be a VIP package giveaway, offering 1st and 2nd

place winners for that event. Also, the winner of the social media contest, which is currently being held, will be throwing the ceremonial first pitch at that game. Ms. Valtakis said the Rockies are an admirable partner and are expecting good engagement for this event.

Mr. Aldag reminded everyone that the vendor fees had been moved to a percentage of sales. This helped mitigate things with the lower Jackpot sales, as we had lower fixed costs, which helped greatly. He also brought up that the GOCO cap is a constitutionally fixed formula, one additional thing we just work with and do not have control over.

Director's Report

- **July Proceeds Activities Update**

Ms. Varney informed everyone that the People's Choice Contest is live, and that there are currently 2,500 votes since it opened on July 1st. She gave an overview of upcoming events and mentioned that we have partnered with Englewood for the entire month of July and will feature in 7 events to celebrate National Parks and Recreation Month. A full schedule of the upcoming events will be distributed to the commissioners.

- **State Fair Concert Promotion**

Ms. Valtakis said that the Lottery is sponsoring the Cheap Trick concert this year, being held at the State Fair. Players can receive a voucher for a free concert ticket, which includes gate admission, by purchasing \$30 of Powerball, Mega Millions, Colorado Lotto+, or Lucky for Life at any retail location. Tickets will also be available for purchase at the box office, and Ms. Valtakis noted that there were just under 1,300 vouchers/tickets sold. She said they would ensure there would be tickets available for the August Commission meeting for commissioners and guests.

- **Colorado State Fair – Rock and Roll Promotion**

Ms. Giraldi said the Lottery would be doing a Rock and Roll Weekend promotion leading up to the Cheap Trick concert. The main goal of this is to create excitement around the event and encourage last-minute ticket sales for people at the fair over the weekend. This will be outside the Lottery's building at the State Fair from Friday, 29th to Sunday, 31st. The event will feature rock and roll music, a photo activation with rock and roll props, which gives patrons a photo opportunity and a chance to follow the Lottery and tag us in the pictures they post. There will also be a digital contest all weekend, which will feature three winners who will receive a Cheap Trick tote bag, with band and Lottery merchandise. They will be offering VIP lanyards and themed shirts to the staff to help with engagement among the patrons.

- **August Commission In-Person Commission Meeting and Legislative BBQ**

Ms. Anderson reminded everyone that the next commission meeting would be in person later in August on the 22nd at 2 p.m. She reiterated that any commission meeting invites from the former commission secretary should be disregarded, and new invitations will be the most relevant. Ms. Anderson expressed to the commission that if they needed hotel reservations for the upcoming meeting, they should reach

out to Ms. Burns for arrangements. She also brought up the Legislative BBQ, sponsored by the Pueblo Chamber of Commerce, for which attendance is not required, but we would need to know beforehand in order to purchase tickets. Ms. Anderson said a reminder email would be sent to commissioners about the August meeting to ensure they can confirm the need for hotel reservations or Legislative BBQ tickets. She expressed to Commissioner Shea that if he would like to come down before the meeting, she and Mr. Seaver would be able to give a tour of the Pueblo Lottery, watch a drawing, and serve as overall orientation. Commissioner Shea confirmed that he would come earlier in order to complete his orientation.

Commission Items

There were no commission items.

Adjournment

Chairman Podolski requested a motion for adjournment. Vice Chairman Clayton moved to adjourn the meeting, which Chairman Podolski seconded. The motion passed unanimously, 5:0. Chairman Podolski adjourned the meeting at 9:04 a.m.

Alanna Burns

Completed by: Alanna Burns

8/22/25

Date of Approval