Minutes for the Colorado Lottery Commission

Call to Order

A Commission Meeting for the Colorado Lottery was held on Thursday, September 17, 2026, online via Google Meet. The meeting was called to order at 8:00 a.m. and was presided over by Chairman Clayton.

Attendees

In attendance were the following:

Janelle Quick, Vice Chair
Christian Reece, Commissioner
Michael Shea, Commissioner
Ahni Smith, Commissioner
Tom Seaver, Senior Director
David Aldag, Deputy Director
Adrian Varney, Lottery
Alanna Burns, Lottery
Carol Kahwa, Lottery
Cristi Gannon, Lottery
Diana Padilla-Morales, Lottery
Elizabeth Kippur, Lottery
Erin Garcia, Lottery
Giana Giraldi, Lottery
Jay Sisson, Lottery
Jeanette Casso-Linan, Lottery
Joanna Guardon, Lottery
Kelia Busby, Lottery
Kimlee Trujillo, Lottery
Lauren Back, Lottery
Margarita Ceullar, Lottery
Meghan Dougherty, Lottery
Rhea Phaneuf, Lottery
Scott Chavkin, Lottery
Tennille Segura, Lottery
Terri Geier, Lottery
Tiffany Ramsdell, Lottery
Vivienne Payce, Lottery
Wendy Weldon, Lottery
Torrey Samson, Attorney General's Office
Adriana Artega, Brightstar
Ana Rios-Salgado, Brightstar
Dwayne Wilson, Brightstar
Eric Martinez, Brightstar
Monica Hernandez-Compran, Brightstar
Evan Monteith, Cactus
Madelaine Shipley, Lottery
Dustin Hoover, DOR
Kristi Piazza, DOR
Nicholas Meyer, DOR
Martha Beavers, DNR
Christy Reeves, GOCO
Mark Basedow, Lotto.com
Skyler McKinley, Lotto.com
Jillian Cummiskey, Scientific Games
Lisa L, Member of the Public
Lori Romine, Member of the Public
Micki Hackenberger, Member of the Public
Scott Meiklejohn, Member of the Public

Introductions and Welcome

Vice Chair Quick welcomed everyone and asked Ms. Burns to take a roll call from the

commissioners. Vice Chair Quick, Commissioner Reece, Commissioner Shea, and Commissioner Smith were all present. She noted that all other attendees would be listed in the official meeting minutes.

Approval of Minutes

Vice Chair Quick called for any updates to the September 17th, 2026, Lottery Commission meeting minutes. Seeing none, Commissioner Shea moved to approve the September meeting minutes, which Commissioner Smith seconded. The motion passed unanimously, 4-0.

Public Comment

Vice Chair Quick called for any public comment. There was no public comment.

SGEP Update

Jillian Cummiskey of Scientific Games provided an update on the installation of new SCiQ units across the state, noting that approximately 30 units were deployed, with 50 expected to be installed by Friday. An additional 126 stores are on the current installation schedule, with expansion continuing through corporate approvals and retail infrastructure changes, including about 40 more King Soopers locations and partnerships with Rocket and Alta covering 111 stores. Ms. Cummiskey emphasized the importance of prominent digital menu board placement for scratch ticket visibility without compromising store safety protocols or cashier lines of sight. Furthermore, retail recruitment brought in 16 retailers with submitted applications and completed fingerprints awaiting IDs, 8 retailers with IDs waiting for installation, 12 installations in the last 30 days, and 7 installations within the next 45 days.

Tom Seaver, Senior Director of the Lottery, and Ms. Cummiskey discussed the challenges of recruiting independent retailers from scratch, highlighting the coordination required between the Lottery sales team and vendors like Brightstar. New ground-up retailers praised the seamless and organized licensing process from the team. She also shared sales performance data showing that retailers recruited in 2026 sold $1.29 million in scratch tickets and $1.5 million combined with draw games, while the holistic portfolio recruited since the program's inception reached $4.1 million in scratch and $5.8 million combined sales in 2026 as of October 8th. Additionally, Lori from Brightstar provided two to three hours of in-person training and ongoing accessibility for retailers, which supported consistent onboarding standards.

Ms. Cummiskey addressed retailer retention, reporting that fewer than 10 retailers had dropped out since the recruitment program began, with most closures resulting from changes of ownership rather than dissatisfaction with the Lottery. Front-end demographic analysis, financial expectation setting, and thorough training by Lori and her team minimized dropouts and ensured mutual profitability. Mr. Seaver added that ongoing support continued through regular sales representative visits, SCiQ and the predictive ordering system helped retailers with inventory management.

Brightstar Update

Dwayne Wilson of Brightstar reported that active counter terminals totaled 3,134, while self-service vending machines reached 910. He also announced an upcoming jackpot sign refresh project for Powerball, Mega Millions, and Colorado Lotto+, to update logos before the holidays. Additionally, Mr. Wilson highlighted an internal initiative to increase knowledge-sharing sessions across all departments to give diverse perspectives on market performance and messaging. Commissioner Reece shared an observation from visiting Arizona regarding lottery scratch ticket purchases without age verification requirements, prompting a broader discussion led by Mr. Seaver and Mr. Wilson on Colorado's pioneering role in mandating age verification. Mr. Seaver noted that this implementation initially caused pushback and a dip in sales, but player health remained a priority, and sales recovered as players and retailers adjusted. Mr. Wilson clarified that the self-service machines read smart ID barcodes from driver's licenses to verify age without downloading or recording personal identity information.

Rule Hearing

Vice Chair Quick asked for a motion to open the rulemaking hearing; Commissioner Reece moved to enter the rulemaking session, which was seconded by Commissioner Smith. The motion passed unanimously 4-0.

Tennille Segura, Draw Manager for the Lottery, informed the Commissioners that she was proposing changes to three sections of 1 CCR 206-1. The primary purpose of these amendments is to implement a legislative mandate prohibiting credit card sales for Lottery products in Rules 2 and 3 and modernize Rule 14 by incorporating Multi-State Lottery Association (MUSL) rules by reference across multi-state jackpot games, as well as to enact non-substantive technical, grammatical, and statutory citation updates across impacted sections.

Section 1 – Prohibition of Credit Card Purchases

In accordance with Senate Bill 26-117, the proposed rules formally prohibit credit cards as an acceptable payment method for lottery products. Courier Rule 2.11(B)(11)(o) adds an explicit requirement that retailers affiliated with Lottery couriers must ensure the courier does not accept credit cards as payment for any lottery ticket. In the Retailer Rule, 3.3(I) adds an explicit provision barring licensed retailers from accepting credit cards as payment for authorized lottery products. This concludes the changes outlined in section 1.

Section 2 – Multi-State Jackpot Games and Incorporation by Reference in Rule 14

The amendments transition Colorado's multi-state jackpot game administration by incorporating the multi-state lottery association's official game rules by reference directly into our own rules, eliminating many pages of redundant text. Rule 14(1) and its sub rules clarify that Colorado lottery rules and regulations and Colorado statute maintain primacy over the incorporated MUSL rules in the event of a conflict. The next one proposes adding language under section 14.3 to establish core governance provisions authorizing the director and the division to enter into multi-state agreements. Designating the director as a multi-state board member and establishing protocols for recommending withdrawal from a multi-state group if security or integrity standards require it. As noted in document 2 of the packet, this language was inadvertently omitted prior to the initial notice filing with the Secretary of State, and Ms.

Segura requested its formal adoption into the final rule package today.

Mr. Segura noted that while the Lottery proactively notified stakeholders and invited them to provide feedback and submit written comments regarding these proposed changes, at this time the division has received no public comment. To close, Ms. Segura stated that this rulemaking satisfies our statutory obligation to prohibit credit card sales, modernizes our multi-state game administration, while safeguarding Colorado's primacy, and updates administrative citations. She recommended that the commission adopt the proposed amendments to 1 CCR 206-1, including the amendment to rule 14.3.

Vice Chair Quick called for public comment. There was no public comment. Commissioner Smith motioned to close the public comment portion of the rule hearing, which was seconded by Commissioner Reece. The motion passed unanimously 4-0.

Commissioner Reece commented that she is aware that the credit card option to purchase lottery tickets was a robust discussion among the commission, and during the state legislature, passing a bill to disallow the lottery from using credit cards as a form of payment. She noted that she is personally on the side of not allowing credit cards to purchase gambling products, so she was pleased with the additions. She also noted that the remaining additions and changes are benign, and she is comfortable passing the changes as proposed by Ms. Segura.

Rule 2.11
This change adds explicit requirements for retailers affiliated with the Lottery. The courier must ensure that the courier does not accept credit cards as payment for any lottery ticket. Commissioner Smith stated that this is a good program to not have credit card sales, considering the responsible gambling efforts that the lottery is also working on. The other commissioners echoed her sentiments. Commissioner Reece moved to adopt this rule as presented, which was seconded by Commissioner Shea; the motion passed unanimously 4-0.

Rule 3.3
This change adds an explicit provision barring licensed retailers from accepting credit cards as payment for authorized lottery products. Commissioner Reece reiterated that she was supportive of these amendments. There was no further discussion. Commissioner Shea moved to adopt this rule as presented, which was seconded by Commissioner Reece, the motion passed unanimously 4-0.

Rule 14
This is the division's recommendation of the amendments to Rule 14, which adds the text of Rule 14.3 multi-state agreements governance as provided by Rules Manager Tennille Segura. This change clarifies the Colorado lottery rules and regulations in Colorado statute maintain privacy over any incorporated MUSL rules in the event of a conflict. Commissioner Reece said that this appears to be a cleanup and appreciates that the Colorado rules get primacy over the multi-state lottery games. She also said that it added a lot of clarity to the programs, and this makes it easier to follow. The other commissioners echoed her sentiments. Commissioner

Reece moved to adopt the rules as presented, which was seconded by Commissioner Smith, the motion passed unanimously 4-0.

Rule 14A
These changes were updates to the Powerball game. Commissioner Reece noted that these changes were a cleanup, preserved Colorado's regulatory primacy, and were necessary and appropriate. The other commissioners echoed her sentiments. Commissioner Smith moved to adopt this rule as presented, which was seconded by Commissioner Shea; the motion passed unanimously 4-0.

Rule 14B
These changes were updates to the Powerball Power Play game. Commissioner Reece said her comments about the previous rule still apply to this game. The other commissioners echoed her sentiments. Commissioner Shea moved to adopt this rule as presented, which was seconded by Commissioner Smith; the motion passed unanimously 4-0.

Rule 14C
These changes were updates to the Mega Millions game. Commissioner Reece said that her previous comments still apply to this as well, and she had no additional comments. The other commissioner echoed her sentiments. Commissioner Smith moved to adopt this rule as presented, which was seconded by Commissioner Reece; the motion passed unanimously 4-0.

Rule 14F
These changes were updates to the Powerball Double Play game. Commissioner Smith said that these changes are similar to the above in that they combine the rules so there are no duplications of language between the different sets. She also agreed with the cleanup here and less maintenance. The other commissioner echoed her sentiments. Commissioner Smith moved to adopt this rule as presented, which was seconded by Commissioner Reece; the motion passed unanimously 4-0.

Rule 14G
These changes were updates to the Millionaire for Life game. Commissioner Reece said that this is another multi-state game update, and that all her previous comments also apply to this game. The other commissioner echoed her sentiments. Commissioner Shea moved to adopt this rule as presented, which was seconded by Commissioner Smith; the motion passed unanimously 4-0.

This concluded the rules that were presented. Commissioner Shea moved to close the Rule Hearing for the October Commission Meeting, which was seconded by Commissioner Reece. The motion passed unanimously 4-0.

Director's Report – The Three Pillars

Revenue

Spotlight Segment: Joy of Giving

Lauren Back, Advertising Manager for the Lottery, announced the fourth season of "Joy of Giving" holiday commercial produced by Cactus. This ad features the National Lampoon's Christmas Vacation ticket will launch on November 2nd, with a new holiday commercial scheduled for the following month.

Scratch Game Performance

Ms. Ramsdell then presented the following update on Scratch game performance. Scratch sales for September total just over $47.6 million, which is a decrease of $3.7 million from prior year monthly sales. Currently, scratch sales are tracking $5.4 million behind the target needed to hit our $629 million goal for FY27. Currently most price points are down compared to last year except for the $2 and $50 price points. The Lottery is going into the holiday season and Ms. Ramsdell noted that they have adjusted their launch strategy accordingly.

Jackpot Game Performance

Jay Sisson, Jackpot Manager for the Lottery, informed the Commission that overall Jackpot game sales for September were $16.7 million, which is a decrease of $10.1 million (37.8%) compared to the month of August. Sales this month compared to a year ago are down over $20 million, the reason being that in September 2025, the month started off with a $1.1 billion Powerball jackpot, which continued for three more draws and got up to $1.8 billion. Sales for those three draws were about $20 million. There were no big jackpot games won during the month of September, which means that there are growing jackpots.

Financial Results and Projections

David Aldag, Deputy Director for the Lottery, stated that overall lottery sales are running behind and are currently not on track to hit the GOCO cap, though only a couple of months of actual expenses are available. The first quarter close will be worked on over the next 7-10 days by Christi and her team. Powerball weekly sales increased by $400,000 over the last four weeks, moving from over $1.3 million to over $1.7 million due to the growing jackpot. Colorado Lotto+ is running ahead of projections, while expenditure remains on track with the GOCO cap increasing by 2.4% from last year. Mr. Aldag also noted that there is active hiring for multiple open positions alongside upcoming retirements.

Erin Garcia, Controller for the Lottery, provided an update, stating that all field audit work is finished and audited financial statements have completed multiple layers of review by the audit firm. She is currently working through comments from Marissa Edwards, the deputy state auditor, and expects a final document during the week. Financial statements will not be presented to the legislative audit committee, nor will GOCOs, which will expedite the process.

Responsibility

Player Health Update

Kelia Busby, Communications Specialist for the Lottery, presented the Player Health Update on behalf of Amanda Quintina, the Player Health Specialist. Ms. Quintana was featured on a

segment for Colorado and Company, which was a great closeout for Responsible Gambling Education Month. Retailer newsletters provided messaging praising retailer support for player health, age verification, trust, responsible gifting, and campaign reminders that lottery tickets are not for kids. The Lottery participated in the 2026 Colorado Problem Gambling Conference hosted by PGCC; Ms. Quintana served as a leadership forum panelist and highlighted their player health program. Ms. Busby previewed upcoming videos featuring positive play quizzes and outlined next steps, including an all-employee player health training event and specialized sales team training.

Commission Items

Tom Seaver requested that Torrey Samson, a representative from the AG's office, give an update on what has been happening with the iLottery RFP and where the lottery is in the process. Ms. Samson informed the commission that there was a challenge to our award of the contract to Pollard. Aristocrat Interactive NEO Games US DBA Aristocrat Interactive filed a protest that has wound its way through the administrative hearings, and as of last Thursday, they filed a challenge in district court against the Colorado Department of Revenue and the Colorado Department of Personnel and Administration. She noted that since this is an ongoing legal matter, she cannot comment any further besides that this is a challenge to the award of the contract. She noted that if any commissioners would like to see the complaint, she would be happy to send it over, as it is a public document.

Alanna Burns, the Lottery Commission Secretary, noted that the next meeting date fell on Veterans Day, and after conversation with Ms. Ramsdell and the Commissioners, it will be moved to Monday, November 9th, at 8 am.

Adjournment

Commissioner Reece motioned to adjourn the meeting, which was seconded by Commissioner Shea. The motion passed unanimously, 4-0, and Vice Chair Quick closed the meeting at 9:30 a.m.

Completed by: Alanna Burns