

Minutes for the Colorado Lottery Commission

Call to Order

A Commission Meeting for the Colorado Lottery was held on Wednesday, August 28, 2026, online via Google Meet, and in person at the Pueblo Headquarters. The meeting was called to order at 2:00 p.m. and was presided over by Chairman Clayton.

Attendees

In attendance were the following:

Bill Clayton, Vice Chairman	Scott Chavkin, Lottery
Janelle Quick, Vice Chair	Tamara Wagner, Lottery
Christian Reece, Commissioner	Tara Stosek, Lottery
Michael Shea, Commissioner	Tennille Segura, Lottery
Ahni Smith, Commissioner	Terri Geier, Lottery
Tom Seaver, Senior Director	Tiffany Ramsdell, Lottery
David Aldag, Deputy Director	Tom Campbell, Lottery
Adrian Varney, Lottery	Wendy Weldon, Lottery
Alanna Burns, Lottery	Vivienne Payce, Lottery
Angel Ramos, Lottery	Torrey Samson, Attorney General's Office
Danielle DeLeon, Lottery	Leonela Urrutia, Attorney General's Office
Diana Padilla-Morales, Lottery	Adriana Artega, Brightstar
Elisabeth Schmerge, Lottery	Ana Rios-Salgado, Brightstar
Erin Garcia, Lottery	Corey Radok, Brightstar
Gloria Reiter, Lottery	Dwayne Wilson, Brightstar
Jay Sisson, Lottery	Eric Martinez, Brightstar
Jeanette Casso-Linan, Lottery	Joe Lepinski, Brightstar
Jeffrey Adams, Lottery	Nick Rollinson, Brightstar
Jeff Martinez, Lottery	Monica Hernandez-Compran, Brightstar
Joanna Guadron, Lottery	Joe Conrad, Cactus
Kelia Busby, Lottery	Jep Semen, Lotto.com
Lauren Back, Lottery	Mark Basedow, Lotto.com
Margarita Ceullar, Lottery	Skyler McKinley, Lotto.com
Meghan Dougherty, Lottery	Jillian Cumiskey, Scientific Games
Mike Strasser, Lottery	Shannon DeHaven, Pollard
Pegah Shokrani, Lottery	Robin Williams, Member of the Public

Introductions and Welcome

Chairman Clayton welcomed everyone and asked that in-person attendees introduce themselves. Chairman Clayton, Vice Chair Quick, Commissioner Reece, Commissioner Shea, and Commissioner Smith were all present. He then introduced Commissioner Smith and let her introduce herself as the newest addition to the Colorado Lottery Commission. Commissioner Smith is a CPA and currently works as the COO for the Fire and Police Pension Association in Colorado.

Approval of Minutes

Chairman Clayton called for any updates to the July 8, 2026, Lottery Commission meeting minutes. Seeing none, Vice Chair Quick motioned to approve the July meeting minutes, which Commissioner Shea seconded. The motion passed unanimously, 5-0.

Public Comment

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

Guest Speaker: Starburst Award Presentation

Tom Seaver, Senior Director for the Lottery, presented Mike Sexton, Assistant Parks and Recreation Director, with the Starburst award for the Slab project. He explained some of the work that went into the 14,000-square-foot outdoor basketball court renovation, while highlighting features designed by local artists. The award was also presented to other Parks and Recreation staff and middle school members of local basketball teams.

SGEP Update

Jillian Cummiskey, from Scientific Games, reported that through August 14th, the team had recruited and licensed 57 new retailers who contributed \$1.2 million in sales for 2026, with a total of \$5.4 million in sales from all retailers recruited since the new system tracking began at the end of 2024. She mentioned that this new growth includes partnership with large liquor stores, including Elizabeth Liquor, which is incorporating a drive-thru for lottery sales.

Ms. Cummiskey also noted that the Lottery expanded the SCiQ footprint to 438 new locations, with 87% of these sites requiring no physical modifications for equipment installation, and that the team is targeting a staging and installation date of September 14th. They have also transitioned their research platform to better collect qualitative and quantitative data, with the first survey scheduled for September to help fine-tune the game portfolio. She answered a question from one of the Commissioners that while Murphey's gas station sells Lottery products, they are a primary target for future expansion of SCiQ units as they continue to grow their presence in Colorado.

Brightstar Update

Dwayne Wilson from Brightstar introduced key members of the Brightstar team who support Lottery operations. He and Ms. Cummiskey emphasized that the successful partnership between Scientific Games, Brightstar, the Lottery, and other vendors is driven by a collaborative culture and a shared goal fostered by Tom Seaver, which allows their companies to function as a

unified team.

Director's Report – The Three Pillars

Revenue

Spotlight Segment: Winning Country

Lauren Back, the Advertising Manager for the Lottery, announced the launch of new Jackpot Mountain commercials for the \$500 million and \$700 million jackpot thresholds, confirming that the “Genie” character has been officially retired after 7 years.

Retailer Video

Meghan Dougherty, the Communications Manager for the Lottery, presented a new retailer recruitment video. This video features retailer testimonials on the benefits of selling lottery products, intended for use on the lottery website to support ongoing recruitment efforts.

Scratch Games and Guidelines for Approval

Ms. Ramsdell presented six decision items requiring Commission approval:

- Game 435, \$1 Reindeer Riches, with 4 top prizes of \$5,000. This game has a 61.25% prize payout and overall odds of 1 in 4.04.
- Game 436, \$2 Peppermint Payout, with 2 top prizes of \$10,000. This game has a prize payout of 64% and overall odds of 1 in 3.90.
- Game 437, \$3 Season's Greetings, with 4 top prizes of \$15,000. This game has a prize payout of 65% and overall odds of 1 in 3.10.
- Game 438, \$5 Winter Winnings, with 4 top prizes of \$50,000. This game has a prize payout of 68.5% and overall odds of 1 in 3.71.
- Game 439, \$10 National Lampoon's Christmas Vacation, with 2 top prizes of \$200,000. This game has a prize payout of 71% and overall odds of 1 in 3.72.
- Game 440, \$20- \$500,000 Holiday Bonus, with 4 top prizes of \$500,000. This game has a prize payout of 74.5% and overall odds of 1 in 2.99.

These games will all launch on October 19 and are eligible for the monthly second-chance draw. Commissioner Smith moved to approve the decision items as presented, and the motion was seconded by Commissioner Shea. The motion passed unanimously, 5-0.

Scratch Game Performance

Ms. Ramsdell then presented the following update on Scratch game performance. Scratch sales for July total \$48.7 million. The Lottery's sales goal set for FY27 is for 3% growth. Currently, scratch sales are tracking slightly behind that sales goal. The \$1, \$2, \$5, and \$50 price points are all up over the prior year's sales, with the \$50 price point showing the strongest growth of \$3.2 million, a 15.9% year-over-year increase. The only game launched in July was a \$50- \$3 million extreme fortune.

Jackpot Game Performance

Jay Sisson, the Jackpot Manager for the Lottery, informed the Commission that overall Jackpot

game sales for July were \$25.2 million, an increase of \$9.5 million compared to the month of July 2025. There was one Jackpot win during the month of July, a single \$800 million winner in Florida on 7/2826. Sales for Millionaire for Life are slowly declining; last week's sales were \$514,000, slightly below what Mr. Sisson and David Aldag, the Deputy Director for the Lottery, expected for the end of the FY. They are planning a second advertising push for Millionaire for Life in the third quarter of FY. Mr. Sisson noted that since the start of sales for Millionaire for Life in February, when compared to the previous year's sales of Lucky for Life, sales for the new game were \$17 million, while sales during the same period last year for the old game were only \$11.1 million. This shows a \$6 million (35%) increase overall in sales. Colorado Lotto+ had a \$10.4 million ticket sold in Conifer, Colorado. The run for this game started on March 29th and lasted 65 drawings, or a little over 21 weeks, with sales of \$23.7 million.

Financial Results and Projections

David Aldag, the Deputy Director for the Lottery, recapped FY26 numbers, noting to the Commissioners that they are unaudited. Final sales were \$887.9 million, which was 1% ahead of the original projection. Scratch sales were \$613.5 million, and jackpot sales were 274.3 million, 2.5% ahead of original projections. Beneficiary total proceeds were \$181.4 million, 6% above the initial forecast of \$170.8 million. The Lottery reached the GOCO cap and had \$2.7 million in spillover to support the Outdoor Equity Grant Program for FY26, compared to the \$0 they received in FY25. There were no expenditure issues, and the Lottery had a total of 106.25 FTEs at the end of the year. Targets for FY27 include a scratch sales goal of \$630 million, a 3% increase; jackpot projections are \$271 million, for a total projected revenue of just over \$900 million.

Responsibility

Player Health Update

Kelia Busby, the Player Communication Specialist for the Lottery, discussed the plans for Responsible Gaming Education Month in September, which is led by the American Gaming Association. The strategy focuses on dispelling gambling myths through a social campaign developed by Cactus, interactive digital games on Meta, and updated billboard messaging that encourages players to set budgets, take breaks, and have fun. The Lottery also plans to conduct an interactive activation at the Colorado State Fair on September 3rd and engage with stakeholders through an upcoming podcast with the Problem Gambling Coalition of Colorado (PGCC).

Conservation

Proceeds Update

Adrian Varney, the Proceeds Manager for the Lottery, provided an overview of the Lottery's beneficiary structure, highlighting that the organization is unique in directing 100% of primary proceeds to the outdoors. The primary beneficiaries include Great Outdoors Colorado (GOCO), the Conservation Trust Fund, and Colorado Parks and Wildlife (CPW). Additional spillover funds are directed toward the Outdoor Equity Grant Program, the Building Excellent Schools Today

(BEST) fund, and the Outdoor Recreation Industry Office.

Ms. Varney discussed the Starburst Awards, which recognize outstanding projects funded by the Lottery proceeds. With approximately 1,700 eligible projects annually, the lottery honored 18 this year, a record. The Spotlight Program enables the lottery to identify and recognize standout projects internally on behalf of local project managers. Ms. Varney shared results from the People's Choice voting contest, in which the public votes for their favorite Starburst Award recipient. The contest attracted over 13,500 votes and resulted in a win for the Avenger Open Space in Woodland Park. This initiative serves as a successful marketing tool by encouraging on-the-ground community interaction and securing news coverage.

Ms. Varney also noted that she attended the Colorado Cattlemen's Agricultural Land Trust Forever barbecue. The team used these opportunities to present awards and celebrate community assets like the Billy Cordova Memorial Park, further reinforcing the impact of Lottery funding.

Lessons From NASPL

The Lottery had several staff members attend the NASPL PDS conference in July. Each attendee had the opportunity to share various takeaways from the trip.

Commission Items

Alanna Burns, Commission Secretary, asked that the date for the following Commission meeting be moved. The Commissioners approved moving the meeting to September 17th, 2026, at 8 am.

Adjournment

Commissioner Reece motioned to adjourn the meeting, which was seconded by Vice Chair Quick. The motion passed unanimously, 5-0, and Chairman Clayton closed the meeting at 3:57 p.m.

Completed by: Alanna Burns