

Illinois Lottery Control Board Meeting Minutes

Wednesday, September 24, 2025, 1:30pm CDT

555 W. Monroe St., Chicago, IL 60661

VIA WEBEX AND IN PERSON MEETING ATTENDANCE

Board Members:

- Diana Sheehan, Board Chair, in person
- Alejandra Garza, Board Member, in person
- Wynona Redmond, Board Member, in person
- Sara Barnett Bruckmann, Board Member, in person

Lottery Staff:

- Harold Mays, Director, in person
- Scott Gillard, Chief of Staff, in person
- Cornell Wilson III, General Counsel, in person
- Joe Logue, Chief Transformation Officer, via Webex
- Meghan Powers, Communications Director, via Webex
- Amber Chappell, Chief Financial Officer, via Webex
- Matthew Bell, Chief Tech & Operations Officer, via Webex
- Angela Lockett, Deputy General Counsel, via Webex
- Joe Weiss, Sales Manager, via Webex
- Mason McDaniel, Legislative Liaison, via Webex
- Peter Romano, HR Administrator, via Webex
- Ashley Peterson, Executive Assistant to Director, in person
- Nora Iniguez, Lottery Control Board Secretary, in person

Allwyn-North America Staff:

- Keith Horton, General Manager & General Counsel, in person
- Andrew Lang, Chief Financial Officer, via Webex
- Marisa Zimmerman, Chief Revenue Officer, in person
- Richard Fairbanks, VP Retail Sales, in person
- Emilia Mazur, VP Corporate Affairs, in person
- Joe Weiss, Regulatory Affairs Manager, in person

Other Attendees:

- Kathy Gilroy, Member of the Public, via Webex
- Colleen Rowan, Brightstar Lottery (formerly IGT), via Webex
- Eric Lane, Member of the Public, via Webex

CALL TO ORDER/ROLL CALL

Diana Sheehan, Board Chair, welcomes everyone that is in attendance both in person and via Webex. The meeting is called to order at 1:32pm with all the Board Members present to meet the quorum. The Lottery and Allwyn North America Staff are introduced.

PUBLIC COMMENT

No public comment.

OLD BUSINESS

Approval of Minutes

Board Members vote and unanimously approve and pass the 06/25/2025 minutes of the Lottery Control Board meeting.

DIRECTOR'S REPORT

Sales Performance – Andrew Lang

- **FY25 Sales Recap**
 - \$3.8 billion FY25 sales were the second highest ever.
 - Instants performed well, with sales up 1.1% in a year where 3 out of 4 lotteries saw a decline.
 - Draw Based Games suffered from a poor year on Mega Millions and Powerball but were up 1.1% vs prior year.
 - Mega Millions and Powerball sales were down over \$160 million vs prior 2 years with a soft year on jackpots.
 - iLottery sales of \$701 million are up 3.2% vs prior year despite the quiet year on multistate jackpots. 44% of Draw Based Games Sales come through the web or app making the online channel an integral component to the Lottery.
- **FY26 Sales (July-August 2025)**
 - FY26 sales are off to a good start at \$652 million plus Powerball had a jackpot of \$1.8 billion in September.

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- Instants sales are \$414 million, up 1.8% vs prior year with a strong performance from the Jurassic Park Instant ticket.
- Draw Based Games sales are \$709 million up \$64 million vs prior year.
- Sales excluding Mega Millions and Powerball are \$250 million up \$6 million vs prior year.
- FastPlay sales are up \$10 million/ 11 % vs prior year.
- iLottery sales are \$131 million and are up \$21 million/16% vs prior year.

Questions and Comments:

Board Member, Alexandra Garza, asks regarding (44% of Draw Based Games Sales come through the web or app), if acquisition costs of getting someone to play is decreasing because of an increase via the web or app. **Marisa Zimmerman explains** how Meta is the biggest source in acquiring new players especially when jackpots are big and then it is a matter of retention. Unfortunately, they do not see a decrease in costs per acquisition.

Board Member, Alexandra Garza, asks of the possibility of the percentage of iLottery purchases being at 50 or 52%. **Marisa Zimmerman states** that by expanding the portfolio with new games, FastPlay and the large jackpots, the new trend and awareness is gearing toward purchasing on the Lottery app.

Board Member, Sara Barnett Bruckmann asks as far as the 44 percentage of iLottery purchases, how does it compare to other states with similar online programs. **Andrew Lang stated** that not many Lotteries were selling more than 10% of their Draw Based Games online. **Director Mays adds** that Illinois is unique in having this percentage over 40% mainly due to FastPlay being sold online.

Board Chair, Diana Sheehan, asks, if the increase in the price of Mega Millions has impacted the momentum of sales. **Andrew Lang states** that there has been a drop in the number of people playing at the lower lever jackpots, but the absolute level of sales is slightly higher than it would have been at similar jackpots. He believes it is too early to judge the success of the game change and need to wait for a large jackpot.

Board Chair, Diana Sheehan asks for the momentum in sales in year two of the \$50 Instant ticket. **Andrew Lang states** that sales have leveled off to a steady pace since the novelty of a new ticket has worn off. Overall, the team has done a good job on the differentiation of the different \$50 tickets we have had.

Finance Update-Amber Chappell

FY25 Sales (Draft & Unaudited)

- Sales were up year over year due to the \$50 price point having a full year of sales compared to seven months in FY24.
- Sales underperformed compared to plan primarily in the \$10, \$30 and \$50 price point.
- Multistate jackpots were significantly lower in FY25 vs FY24 accounting for the decrease in sales.
- FastPlay continues to outperform with approximately 90% of sales coming from the iLottery platform.
- In FY25, the Department ended the year with unaudited operating revenue of \$3.8 billion which generated unaudited operating income of \$795.8 million, ~\$88 million (10%) less than in FY24.
- Through September, the Department has transferred \$186.5 million to the Common School Fund for FY26. As of June 30, 2025, the Department has transferred \$768.5 to the Common School Fund for FY25.
- The Department supports a total of 10 special causes through our joint specialty ticket program. Through August 2025, the Department has transferred a total of \$111.8 million to the causes we support. Of this, \$1.9 million has been transferred in FY26. The Department transferred a total of \$12.16 million to the causes in FY25.

Advertising & Marketing – Marissa Zimmerman

- H1FY26 makes minor shifts in media spend to support the last-minute buying during the holiday season.
- June 2025- August 2025 highlights in Instants, Draw/iLottery, Experiential include:
 - Support is given for new Instants (***Jurassic Park, Cash Grab***), new \$1(***Big Block Bucks***) and \$5(***Ancient Adventure***) FastPlay and the 2nd chance promotion with the Bucks family of tickets.
 - Lottery participated in the Taste of Joliet, Illinois State Fair and had various sweepstakes with Lottery retailers.
- Overview of FastPlay and Instant Tickets for the months of June-September are shown to the Board Members.

Public Relations and Responsible Play & Corporate Social Responsibility – Emilia Mazur

- Community Outreach focused on awareness months for HIV/Aids, and Homelessness Awareness.

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- The Lottery participated in various community events including, Winnetka Music Festival, Fiesta Del Sol, Black Women’s Expo, Senator Mattie Hunter’s Health and Fitness Fair, and Taste of Polonia to name a few.
- Director Mays throws out the first pitch and the Chicago White Sox game which featured Police and Fire Night in support of the Police Memorials specialty cause.
- Winning storytelling continues to drive win belief and promote Lottery games.
- Illinois Lottery celebrates over five decades of giving back during Lottery Week.
- The Lottery continues its efforts on strengthening and advancing its responsible gaming program that is representative of its Level 4 certification with the World Lottery Association including applying to recertify at Level 4 for the next 3 years, stakeholder engagement, and player education.
- A post campaign review was performed for the problem gambling awareness month campaign and results were favorable.

Questions and Comments:

Board Chair, Diana Sheehan, asks how the number of “**total impressions**” are reached. **Marisa Zimmerman shares** that through working with her team this means how many people put eyeballs on things we are doing during our campaigns and events.

Board Member Wynona Redmond compliments the different engagements and diversity paired up with the specialty causes especially with the Chicago White Sox but **asked** if there will be other partnership opportunities for the other causes. **Emilia Mazur states** that there is always room to grow which includes participating in things not done before where the Lottery can make an impact. **Marisa Zimmerman adds** that half a million dollars is earmarked to a media buy to reach local communities as well as using local papers and affiliated online presence only highlighting a specific cause and the ticket. **Director Mays states** that each cause has their own ecosystem and awareness that they do so there is also an opportunity to align with the things they’re doing in the community as well.

Director’s Comments – Harold Mays

The Director thanks the Board Members, Allwyn-North America and the Lottery team and members of the public for their participation in today’s meeting.

- Staff updates-New Hire, Angela Lockett, Deputy General Counsel, Edward Escamilla, Security and Investigations Chief, start date, October 1st.
- Audit –The Department is in progress with its 2-year full compliance audit review with the Office of the Auditor General on FY24 and FY25 and will keep the Board Members updated on progress.

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- Specialty Tickets – The Department continues its work with the Specialty Ticket Task Force and expect to issue a final report of recommendations regarding the future of the program. The Director thanks Board Members Diana Sheehan and Sara Barnett Brockmann for their participation on the Task Force.

Closing Remarks – Director Harold Mays

The Director states that the Department is off to a good start, and we will continue to stay focused on our plan for the year. The Department is available for any follow up questions.

ADJORNMENT

With all business concluded, motion to adjourn was given at 2:22pm. **Motion was unanimously approved and passed.**

Respectfully submitted by,

Nora Iniguez/LCB Secretary