

Illinois Lottery Control Board Meeting Minutes

Wednesday, June 24, 2026, 1:30pm CDT

115 S. LaSalle St., Chicago, IL 60603

VIA WEBEX AND IN PERSON MEETING ATTENDANCE

Board Members:

- Diana Leza 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, via Webex
- Joe Logue, Chief Transformation Officer, in person
- Meghan Hickey, Communications Director, in person
- Amber Chappell, Chief Financial Officer, in person
- Edward Escamilla, Chief of Security and Investigations, in person
- Joe Weiss, Sales Manager, via Webex
- Matthew Bell, Chief of Technology & Operations, via Webex
- James Bartlett, Deputy Chief of Technology & Operations, via Webex
- Angela Lockett, Deputy General Counsel, via Webex
- Michael Hampleman, Deputy General Counsel, via Webex
- Mason McDaniel, Legislative Liaison, via Webex
- Peter Romano, Human Resource & Labor Relations, via Webex
- Kristen Edmison, Finance Manager, via Webex
- Ashley Peterson, Executive Assistant to Director, in person
- Nora Iniguez, Lottery Control Board Secretary, in person

Allwyn-North America Staff:

- Keith Horton, Interim CEO/General Counsel, in person
- Brad Smith, Director of Commercial Finance, in person
- Marisa Zimmerman, Chief Revenue Officer, in person
- Lorell Lynch, Director of Public Affairs, in person
- Richard Fairbanks, Senior Retail Advisor, in person
- Joe Weiss, Corporate Affairs Manager, in person

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Other Attendees:

- Kathy Gilroy, Member of the Public, in person
- Julia Caird, Member of the Public, via Webex
- Terry Baker, Member of the Public, via Webex

CALL TO ORDER/ROLL CALL

Diana Leza Sheehan, Board Chair, welcomes everyone that is in attendance both in person and via Webex. The meeting is called to order at 1:30 pm with four Board Members present to meet the quorum. The Lottery and Allwyn North America Staff are introduced.

BOARD CHAIR NOMINATION

Cornell Williams III, General Counsel, addressed the Board and states that per the Lottery Law, a new Board Chair must be nominated each fiscal year. **Board Members Alejandra Garza, Wynona Redmond and Sara Barnett Bruckmann nominate, vote and approved *Diana Leza Sheehan*** to continue her role as Board Chair.

PUBLIC COMMENT

Kathy Gilroy states her concerns:

- Accepting credit cards as a form of payment goes against the Department's statement in helping the community play safely and responsibly and would like to see the action banned. She states that sports wagering, video gaming and casinos do not accept credit cards.
- Televised Lottery vending machines allow minors the ease to purchase tickets and believes they should be banned.
- She would like a change in the Illinois Lottery law that allows gambling from the age of 18 to be raised to the age of 21.

Terry Baker has submitted his public comment via email which is distributed to all the Board Members for their review.

OLD BUSINESS

Approval of Minutes

Board Members vote and unanimously approve and pass the 03/25/2026 minutes of the Lottery Control Board meeting.

DIRECTOR'S REPORT

Finance & Operations-Amber Chappell

FY26 Sales Revenue through May 2026 by Game-Draft and Unaudited

- Instant sales through May 2026 are down vs prior year but up vs FY24 due to the \$50 price point.
- \$25 and \$30 price points are up over prior year with an offset by decreases in the \$10 and \$20 price points. All other price points remain flat.
- Powerball sales are up over prior year due to two separate billion-dollar jackpots.
- Draw Based Games sales are up over prior year but down compared to plan.
- HotWins launched in November 2025 is geared towards social establishments.
- The Department generated operating revenue slightly over \$3.6 billion, which is up 3% over FY25.
- The Department has transferred \$716.6 million to the Common School Fund and lifetime to date almost \$26.5 billion in accordance with the Illinois Lottery law.
- The Department supports a total of 10 special causes through our joint specialty ticket program. Through May, the Department has transferred a total of \$120.5 million for these causes. Of this, \$10.5 million was transferred in FY26.

Sales Performance – Brad Smith

FY26 Sales July-May 2026

- Instant Ticket sales through week 47, FY26 sales total \$1,990 million which is down 0.1% vs prior year but continue to outpace the US market.
- Draw Based Games are \$1,581 million which are up \$105 million vs prior year.
- Mega Million sales of \$124 million are down 13% vs prior year while Powerball is ahead by \$117 million due to the large jackpots.
- iLottery sales of \$693 million are up \$40 million from prior year.
- FastPlay sales of \$509 million are up 0.8% vs prior year.
- HotWins launched in November, and sales so far are \$8 million.

Questions and Comments:

Board Chair Diana Leza Sheehan stated that the iLottery platform has lost some momentum in driving growth and asked what strategies are being made to bring it back. **Marisa Zimmerman explained** that the cadence of new launches slipped due to the launch of HotWins as well as the Mega Million price change and the lack of large jackpots but are expecting an uptick with the launch of a new game in October.

Advertising & Marketing – Marisa Zimmerman

- FY26 planned media spend by channel concentrates on paid social to drive greater revenue and registrations during a low MUSL jackpot period.
- March 2026 - May 2026 highlights in Instants, Draw/iLottery, Experiential include:
 - Marketing was launched to support new family of Instants with a second chance feature.
 - Support continued for HotWins with custom bus wraps and paid influencers.
 - New FastPlay game, House of Zeus, was launched.
 - St Patrick's Day was celebrated in Chicago and Peoria, and sweepstakes were held with the Chicago White Sox
- Overview of the current Instant and FastPlay tickets for the months of March-May 2026 are shown to the Board Members.

Questions and Comments:

Board Member, Alejandra Garza asked if there is an increase in sweepstake entries now that the Chicago White Sox are in first place. **Marisa Zimmerman stated** that she does not have the exact number but believes there is an increase since the Chicago White Sox promote it on their digital channels.

Board Chair, Diana Leza Sheehan, asked what is being used to measure the success of using paid influencers. **Marisa Zimmerman stated** that since this is the first time, they are strictly relying on the engagement with said influencer.

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

- Community Outreach through March-April focused on highlighting **MS Awareness, Police Memorials, UNCF** scholarship recipient, and a Mother's Day event with the Chicago White Sox
- Earned media (March-May) showcased many winner releases throughout the state resulting in many media hits.
- Responsible gaming activity included stakeholder engagement at the Asian American Problem Gambling conference, player, retailer and employee education in responsible gaming.

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Director's Comments – Director 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: The Department Budget & Accounts Payable Manager, Olivia Stewart, moved on to another opportunity and the Department is working to fill her vacancy.
- Audit –The Department's 2-year full compliance audit and financial report was posted publicly and shared with the Board Members. The financial audit had no findings in their third consecutive year. Compliance audit had 12 findings, of which 8 were repeated and 4 were new. None of the findings were considered material weakness, which is the highest level of severity.
- Specialty Tickets – We are at the end of the 3rd year of the program being funded by a single ticket and are pleased with its performance.
- Legislation-The Department will continue its efforts to pass a bill largely administrative in nature that cleans up old, outdated statutory language, gives us the ability to pay our player claims over \$25,000 and reduces the burden of retailer licensees who hire people with a criminal background.

Closing Remarks – Director Harold Mays

The Director states that although the Department is positioned to have a record year in sales, due to our high prize liability this year and operating expenses, our net proceeds are on par or slightly less than last year. The Department will continue to work with Allwyn North America to make good decisions to reverse this trend. The team is available for any follow-ups or additional information.

ADJORNMENT

With all business concluded, motion to adjourn was given at 2:10pm. **Motion was unanimously approved and passed.**

Respectfully submitted by,

Nora Iniguez/LCB Secretary