

Illinois Lottery Control Board Meeting Minutes

Wednesday, December 10, 2025, 1:30pm CDT

555 W. Monroe St., Chicago, IL 60661

VIA WEBEX AND IN PERSON MEETING ATTENDANCE

Board Members:

- 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, in person
- Meghan Hickey, Communications Director, in person
- Amber Chappell, Chief Financial Officer, via Webex
- Edward Escamilla, Chief Lottery Investigator, in person
- Angela Lockett, Deputy General Counsel, in person
- Mason McDaniel, Legislative Liaison, 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, General Manager & General Counsel, in person
- Brad Smith, Finance Manager, in person
- Marisa Zimmerman, Chief Revenue Officer, in person
- Richard Fairbanks, VP Retail Sales, in person
- Emilia Mazur, VP Corporate Affairs, in person
- Joe Weiss, Corporate Affairs Manager, in person

Other Attendees:

- Kathy Gilroy, Member of the Public, via Webex
- Colleen Rowan, Brightstar Lottery (formerly IGT), via Webex
- Tiffany Webb, Member of the Public
- Kimberly Haywood, Member of the Public
- Quinella Pernermon, Member of the Public

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CALL TO ORDER/ROLL CALL

Board Member Sara Barnett Bruckmann will lead today's meeting due to the absence of Board Chair, Diana Sheehan.

Sara Barnett Bruckmann, Board Member, welcomes everyone that is in attendance both in person and via Webex. The meeting is called to order at 1:30pm with three 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 09/24/2025 minutes of the Lottery Control Board meeting.

NEW BUSINESS

Approval of 2026 Meeting Dates

Board Members vote and unanimously approve and pass the 2026 meeting dates as follows:

- March 25, 2026
- June 24, 2026
- September 23, 2026
- December 09, 2026

All meeting dates will be on a Wednesday at 1:30pm both in person and via Webex.

DIRECTOR'S REPORT

Sales Performance – Brad Smith

FY26 Sales (July-October 2025)

- Instants (through 11.17.2025) continue solid after declining US market with \$812 million in sales.
- Draw Based Games (through 11.17.2025) sales are \$675million up \$51 million vs prior year.
- Mega Million and Powerball are ahead of prior year with Powerball having a \$1.8 billion jackpot in September 2025 and Mega Million having a \$980 million jackpot in November 2025.
- iLottery (through 11.17.2025) sales of \$286 million are up \$12 million vs prior year with FY26 sales expected to be over \$700 million.
- FastPlay sales are down \$10 million lapping a large \$5.8 million jackpot in FY25.
- FY 26 sales of \$1.3 billion are off to a strong start after 4 months of trading and ahead of all prior years.

Finance & Operations-Amber Chappel

- Instant sales through October 2025 are up vs previous two years due to \$50 price point.
- \$30 price point is slightly up and with a decrease in the \$10 and \$20 price point.
- Multistate sales are up year over year approximately \$59 million.
- Lucky Day Lotto sales down due to lower daily jackpots.
- In FY26 through October, the Department generated operating revenue slightly over \$1.3 billion.
- Through November, the Department has transferred \$331.5 million to the Common School Fund for FY26.
- The Department supports a total of 10 special causes through our joint specialty ticket program. As of October, the Department has transferred a total of \$113.6 million for these causes. Of this, \$3.7 million has been transferred in FY26.

Advertising & Marketing – Marissa Zimmerman

- FY26 planned media spend in paid social and shopper focus is to support impulse last-minute buying in the holiday season.
- September 2025- November 2025 highlights in Instants, Draw/iLottery, Experiential include:

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- Highlights include support of new FastPlay game, *Ancient Adventure*, holiday Instants and sweepstakes and retailer promotions.
- Lottery's newest game *HotWins* launched on 11.16.2025 with brand ambassadors running activations at social venues to educate drive awareness.
- Overview of FastPlay and Instant Tickets for the months of September-November are shown to the Board Members.

Questions and Comments:

Board Member, Sara Barnett Bruckmann asks how many \$30 and \$50 price point tickets are currently in market and what is the standard practice. **Marisa Zimmerman explained** that there are currently 3 or 4 of the \$30 and started out with one \$50 Instant and followed suit with other markets and launched a second. The higher price point tickets are where the market is going for core consumers.

Board Member, Sara Barnett Bruckmann asks for an explanation of the *HotWins* game. **Marisa Zimmerman states** that it is a high frequency, small matrix game that draws every 4 minutes and can wager anywhere from \$1-\$10 with a large matrix of different price points. The game is catered toward a more social atmosphere where every 4 minutes the draw plays live. The game is rolled out throughout the entire state and to date there are 250 new retailers with game stations concentrating in neighborhood pub dive bars.

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

- Community Outreach focused on the joint specialty ticket, **7X Bingo Multiplier** that is on sale year-round and brought awareness to where the funding goes for Alzheimer's, Breast Cancer and Veterans.
- Winning storytelling continues to drive win belief and promote Lottery games
- Lottery hosts activations for both Powerball and Mega Millions with a ticket grab challenge when high jackpots were reached for both games.
- FY25 sales results earned significant broadcast in showing how Illinois Lottery generates essential funding for K-12 education.
- The Lottery continues its efforts on strengthening and advancing its responsible gaming program consistent with the best practices recommended by the World Lottery Association which included its final submission for recertification.

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- Responsible gaming activity includes stakeholder engagement, and both player and retailer education.
- The Gift Responsibly campaign focuses on the holiday season with “*LOTTERY TICKETS ARE GIFTS FOR ADULTS-NOT KIDS.*”

Questions and Comments:

Board Member, Wynona Redmond asks when will the Department hear back on its submission to the WLA-Level 4 which is the highest certification? **Emilia Mazur states** it might be in March of 2026 and will keep the Board updated at the next meeting.

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 Lottery has lost its litigation attorney, Katherine Tower, who will now serve at another agency. The Department thanks her for her stellar service and wishes her well in her new role.
- Audit –The Department is in its final 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.
- Specialty Tickets – The Department’s work with the Specialty Task Force is complete with a final report of continuing with a single joint ticket and capped at 10 causes. Per statute, this report will be shared with the Governor’s office and Legislature and will help ensure the program’s viability and support for specialty causes going forward.

Closing Remarks – Director Harold Mays

The Director concludes with the operational updates and states that the Department’s team is available for any follow ups or additional questions.

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