

Meeting Minutes
Marketing and Retailer Relations Committee of the
South Carolina Education Lottery Board of Commissioners
June 26, 2012
10:30 A.M.

The Marketing and Retailer Relations Committee of the South Carolina Education Lottery Board of Commissioners held a meeting on Tuesday, June 26, 2012, at 10:30 a.m. in the fourth-floor conference room (#443), located at 1333 Main Street, Columbia, South Carolina, with the following committee members participating:

Sam Litchfield, Chair
Dr. Edward Keith
Moffatt Burriss
Karen Ballentine

Commissioner Lee Edwards was unable to attend.

The Chair called the meeting to order.

Overview and Objectives

The Chair suggested the Marketing and Retailer Relations (M&RR) Committee operate as a Committee to provide input and, as appropriate, critique staff materials which are within the subject matter jurisdiction of the M&RR Committee.

Social Media

Jay Johnson, Director of Marketing and Product Relations, was recognized. SCEL reserved accounts with both Facebook and Twitter. Staff is continuing to test social media accounts and evaluate potential results before launching the accounts. The goal is to ensure SCEL's brand is positively introduced. Staff is also reviewing and analyzing advertising concepts through Facebook and Twitter as well as the timing of SCEL's entrance into the social media sphere.

In-Lane Sales

Antonio Robertson, Corporate and Product Sales Manager, briefed Committee members of the In-Lane pilot program. SCEL partnered with BI-LO, SCEL's largest grocery store lottery retailer, and deployed instant ticket dispensers at select check-out grocery lanes. This pilot program, initially launched in April 2010, has been well-received. Other grocery store lottery retailers are expressing interest in In-Lane sales. Mr. Litchfield

suggested that staff look into contacting smaller accounts for the possibility of installing dispensers.

Media Placement and Media Production Requests for Proposals (RFPs)

The Materials Management Office (MMO) issued the Media Placement RFP on April 25th and vendor questions were answered by SCEL on May 14th. The award date for this contract is set for June 27th.

The current Media Production (television and radio) contract is with Mad Monkey and expires in September 2012. A draft RFP was sent to MMO on June 19th to initiate the state procurement process.

National Game Update

The National Game was discussed at the North American Association of State and Provincial Lotteries' (NASPL) Directors Meeting that Mrs. Bethea recently attended. More development is needed before the game is ready for launch. Mrs. Bethea reported that this may or may not be a good fit for South Carolina. Staff is also exploring the possibility of a regional game as well as an enhancement to the existing Palmetto Cash 5 game.

Discussion of M&RR Committee Meetings

Mr. Litchfield would like to have M&RR Committee meetings three to four times a year and call any special meeting when necessary. Members were urged to offer input and ideas to enhance the work of the Committee.

Other Business

Staff presented the two newest beneficiary messages. One of the two documentaries highlights the South Carolina Technical College system.

There being no further business, the meeting of the Marketing and Retailer Relations Committee was adjourned.

_____/s/_____
Sam Litchfield, Chair

July 18, 2012
Date

As required by Section 30-4-80, notification for this meeting was posted at SCEL headquarters, 1333 Main Street in Columbia. As provided in the Board Bylaws, the meeting notice and agenda were also posted on the SCEL website, sceducationlottery.com, and sent via facsimile transmission pursuant to requests made by media outlets and other organizations. These notifications included the time, date, place and agenda of the meeting.