

Illinois Lottery Control Board Meeting Minutes

Wednesday, March 25, 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, 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 of Security and Investigations, in person
- Angela Lockett, Deputy General Counsel, in person
- Erin Alexander, 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
- Alia McAfee, Director of Program Management, 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
- Andrew Lang, Chief Financial Officer, in person
- Lauren Averill, Director of Marketing, in person
- Lorell Lynch, Director of Public Affairs, in person
- Emilia Mazur, VP Corporate 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, 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.

PUBLIC COMMENT

No public comment.

OLD BUSINESS

Approval of Minutes

Board Members vote and unanimously approve and pass the 12/10/2025 minutes of the Lottery Control Board meeting.

DIRECTOR'S REPORT

Finance & Operations-Amber Chappell

FY26 Sales Revenue through February by Game-Draft and Unaudited

- Instant sales through February 2026 are up vs the previous two years 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 above plan and prior year due to PB jackpot performance.
- HotWins launched in November 2025 so there is no sale comparison from the previous 2 years.
- The Department generated operating revenue slightly over \$2.6 billion, which is up 4% over FY25.
- The Department has transferred \$541.1 million to the Common School Fund and the remaining FY25 proceeds in accordance with the Illinois Lottery law.

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- The Department supports a total of 10 special causes through our joint specialty ticket program. Through February, the Department has transferred a total of \$117.2 million for these causes. Of this, \$7.2 million was transferred in FY26.

Sales Performance – Andrew Lang

FY26 Sales July-February 2026

- Instant Tickets - (through March 2) FY26 sales of \$1.436 million are up 0.4% vs prior year despite a declining US Instant sales market.
- Illinois Instant sales declined by 1.4% compared with the prior year but outperformed the market by 0.8%.
- Draw Based Games (through March 2) are \$1,188 million up \$13 million vs prior year.
- Mega Million sales are down \$97 million while Powerball is ahead \$98 million vs prior year by \$98 million due to high jackpots.
- iLottery (through March 2) sales are \$515 million up \$39 million from prior year.
- FastPlay sales of \$371 million are down slightly vs prior year.
- HotWins launched in November, and sales so far are \$4 million.

Questions and Comments:

Board Member, Alejandra Garza, asks if outperforming the US market by 8 percent was by chance or are there different trends to analyze. Andrew Lang believes that it was achieved by hard work and optimizing research to put the best games forward in the market.

Board Chair, Diana Leza Sheehan, asks for the performance on the \$50 ticket now that there are two tickets in the market. Andrew Lang states that performance is solid with the second ticket offering a different proposition at the top price.

Board Chair, Diana Leza Sheehan, asks with emphasis on leaning into more research, what is being done against fraud prevention to ensure against synthetic panelists or AI driven panels? Lauren Averill states that questions are asked to feed out synthetic responses, screen out for computers and make sure we are speaking to our market, 18 years and up.

Board Member, Sara Barnett Bruckmann, asks if players are switching from Mega Millions to Powerball since the increase in price. Andrew Lang does not see switching and believes players will have no problem paying the \$5 ticket price on Mega Millions once there is a large jackpot.

Advertising & Marketing – Lauren Averill

- FY26 planned media spend continues with tactics based on previous years to reach users at all touchpoints of their purchase journey.
- December 2025 - February 2026 highlights in Instants, Draw/iLottery, Experiential include:

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- Support of the new multiplier family, new FastPlay game, and as well as various promotions with retailers.
- Support for Lottery's newest game HotWins continues with brand ambassadors running activations at social venues to educate drive awareness.
- Overview of FastPlay and Instant Tickets for the months of December-January are shown to the Board Members.

Questions and Comments:

Board Member, Alejandra Garza asked if there were any experiential events held in the city of Chicago besides the Christkindlmarket in Aurora. Lauren Averill stated that the Lottery participated in the Magnificent Mile event on Michigan Avenue in November 2025.

Board Chair, Diana Leza Sheehan, asked what appealed to the consumers to cause a 10% increase in the \$10 Crossword Instant ticket. Lauren Averill states that it had been a long time since something new was offered to the players and changes were made in bonus areas, multipliers working differently and better graphics.

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

- Community Outreach focused on highlighting the "Play with Purpose," and the holiday campaign to "Gift Responsibly."
- Special Olympics and UNCF specialty tickets were highlighted in reinforcing Lottery's core message of #DoingGood.
- Winning storytelling continues to drive win belief and promote Lottery games.
- The Illinois Lottery retained its level 4 recertification from the World Lottery Association.
- Responsible gaming activity includes stakeholder engagement at the African American Problem Gaming conference, responsible gaming report available on the website and continued employee education.
- The second wave of the Gift Responsibly campaign focused with all efforts on educating players and retailers that lottery tickets are never appropriate for children.

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.

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- Staff updates-Addition to the legal team are attorneys Michael Hampleman and Erin Alexander.
- Audit –The Department completed its 2-year full compliance audit review with the Office of the Auditor General on FY24 and FY25 and the report is posted publicly.
- The Department received its third consecutive clean audit in financial compliance and the Director thanks his finance team.
- Specialty Tickets – The Specialty Ticket Task Force’s work has been completed, and a report will be published soon. The task force has agreed to extend the use of a single joint ticket to fund off the causes equally and cap the program at 10 causes.
- Legislation-The Department has introduced a bill in administrative to clean up old, outdated language, the ability to pay our player claims over \$25, 000 and reduce the burden of retailer licensees from hiring people with a criminal background.
- The Director and Board Member Sara Barnett Bruckmann were voted through the senate’s executive appointments. This is the Director’s third and Sara Barnett Bruckmann’s first confirmation. The Director congratulated Board Member Bruckmann.

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 2:15pm. **Motion was unanimously approved and passed.**

Respectfully submitted by,

Nora Iniguez/LCB Secretary