



Illinois Lottery  
Study Committee Meeting  
for the Internet Lottery Study Test  
Minutes September 27, 2013 1:00 PM  
Open Session

On Thursday, September 27, 2013 a Regular Meeting of the Lottery Study Committee for the Internet Lottery Test was held at the Lottery office at 122 S. Michigan Avenue, 19<sup>th</sup> floor, Chicago, Illinois 60603.

Welcome:

Roll Call

The Open Session on Internet Lottery Study Committee Meeting started at approximately 1:05 P.M. Present were the following members: Director Michael Jones, Marco Tasso CEO Northstar Lottery Group, Nellie Ridsdale Governor's Office via telephone, Brian Jordan via telephone, Holly Kruep via telephone, Keith Jones via telephone. Non-Members present: Rosalind Byrd, Sara Barnett, Victor Golden, and Jen Acker. Members not present were: Ali Poonjai.

Approval of Minutes:

Member Brian Jordan moved that the Lottery Study Committee (Internet Lottery Study Committee) approved the open session minutes for the meeting of Wednesday, April 24, 2013. Member Michael Jones seconded the motion. The Board approved the motion unanimously.

Approval of Agenda:

- The Committee approved the motion unanimously.

Review of Minutes from previous meeting:

- Member Michael Jones yielded to Sara Barnett to review the prior minutes for April 24, 2013.

Old Business:

- There was no old business discussed.

New Business:

The Lottery entered into a contract with Aeffect, Inc. which did market research on the feasibility of the internet stored value card. Sara Barnett discussed two documents:

- The Executive Summary of the Lottery research regarding an Illinois Lottery Stored Value Card. This document has bullet points summarizing the research conducted and answers the points as required under the Lottery Law.
- Member Keith Jones asked how the stored value program was described to respondents. Member Michael Jones responded that the questions were vetted prior to being presented to respondents.
- Member Keith Jones asked about the initial acceptance by consumers concerning any new financial services products offered at retail. He asked whether 30% consumer acceptance was good or bad. Member Michael Jones replied there was a wide range of responses all over the

board. It depended upon the niche market and whether consumers felt they needed to have the type of card provided. He said that Lucky Pac pilot with Safeway stores was not successful because there were not many consumers who purchased the Lucky Pac card.

- Draft Internet Lottery Study Committee Report (September 27, 2013). Member Michael Jones introduced the report. Sara Barnett reviewed and answered questions 1-5. Member Marco Tasso reviewed questions 6-9.
- Sara reviewed timelines that the Internet Lottery Study Committee must adhere to (attached).

Other Business:

There was discussion about setting future meeting dates. Member Michael Jones motioned that the committee conduct their next meeting on Thursday, October 17, 2013 at 1:00 PM. The motion was seconded by Member Marco Tasso.

A motion to adjourn the meeting was made by Member Keith Jones and seconded by Member Holly Kruep. The vote was unanimous and the meeting ended at 1:24 PM.

Respectfully Submitted,

Rosalind Byrd

