



## Idaho Lottery Commission Meeting Minutes

### **Date, Time, and Place**

The 257<sup>th</sup> meeting of the Idaho Lottery Commission took place on Thursday, March 23, 2023, at Idaho Lottery Headquarters, Boise, Idaho and via Zoom.

### **Attendees:**

#### Commissioners Present:

Chairman, Craig Corbett- via Zoom  
Commissioner, Sue Kerrick- via Zoom  
Commissioner, Skip Smyser- via Zoom  
Commissioner, Peter Smith- via Zoom  
Commissioner, Joni Stright- via Zoom

#### Lottery Staff Present:

Director, Jeff Anderson  
Director of Lottery Security, Tony Pittz  
Chief Operating Officer, Becky Schroeder  
Deputy Director of Sales, Larry Polowski  
Deputy Director of Marketing, Sherie Moody-St. Clair  
Chief Financial Officer, Ben Klotthor  
Management Assistant, Gaby Perez  
Public Information Specialist, David Workman  
Production Manager, Joe King

#### Others Present:

Tim Davis, Attorney General's Office  
Brad Surkamer, CLM- via Zoom  
Shanna Bray, Pollard-Banknote - via Zoom

### **1. Meeting Called to Order**

Chairman Corbett called the meeting to order at 1:01 PM

## **2. Director Update**

### **Customer Experience Platform Recommendation\***

Director Anderson explained to the Commission that we have had a contract with a company named Marketo for our Customer Experience Platform which engages and sends notifications such as emails and texts to our players/VIP members. We began looking at other options and have made a recommendation to switch to HubSpot with a three-year contract.

Commissioner Kerrick moved to approve switching from Marketo to HubSpot with a three-year contract, seconded by Commissioner Smith. This was unanimously approved by the Commission.

### **Creative Services Contract, Strategy Contract and Media Service Contract\***

Director Anderson discussed that we currently have contracts with CLM for Creative Services, Strategy Services and Media Services, and while the contracts are with the same company, they remain three separate contracts. Director Anderson asked for a one-year extension for each contract.

Commissioner Stright moved to approve the one-year extension to all three contracts, seconded by Commissioner Smyser. This was unanimously approved by the Commission.

## **3. Executive Session**

Commissioner Smyser moved into executive session pursuant to Idaho Code 74-206(1)(d)(f) to consider attorney client privileged communication, discuss with legal counsel, the legal ramifications of pending litigation or controversies not yet being litigated but imminently likely to be litigated and in pursuant to Idaho Code 74-206(1)(a), discussing the performance evaluation of a public employee. The motion was seconded by Commissioner Smith, the vote was unanimous for approval via roll call vote.

Commissioner Smith moved to come out of Executive Session, Commissioner Stright seconded the motion, the vote was unanimous to exit Executive Session.

## **Adjournment**

Commissioner Smyser moved to adjourn, seconded by Commissioner Stright and the meeting was adjourned.

**Certification:**

I hereby certify that the foregoing minutes are a true and correct record of the actions and decisions made by the Lottery Commission.

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Jeffrey R. Anderson, Executive Director  
Lottery Commission Secretary

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Date