



WASHINGTON'S LOTTERY COMMISSION MEETING MINUTES

October 16, 2025

Lottery HQ – Olympia, WA/Microsoft Teams

Commission Member Attendees:

Judith Giniger, Commissioner, Chair
Schuyler Hoss, Commissioner
Eileen Sullivan, Commissioner
Rudy Mendoza, Commissioner

Lottery Staff Attendees:

Joshua Johnston, Director
Cassi Villegas, Deputy Director
Kristi Weeks, Director of Legal Services
Todd Steben, Director of Finance
Randy Warick, Director of Sales & Marketing
Kathi Patnode, Assistant Marketing Director
Gaylene Gray, Instant Product Manager
Derek Poppe, Director of Security & Licensing
Leah White-Noreen, Director of HR & SS
Shar Hawley, Director of Org. Perf. & Planning
Jessica Roswell, Marketing Operations Manager
Alex Satterlund, Internal Auditor
Hilary Elkins, Budget Manager
Jenna Johnson, Procurement Manager
Qwaidon Frederick, Customer Service Specialist
Meredith Wooton, Regional Sales Manager
Jenny Whiteside, Corporate Account Manager
Paulette Miller, Sec. Licensing Admin. Assist.
Brian McCabe, DSR
Tiffany Pringle, Leg. Service Coordinator
Derek Rivera, DSR
Beverly Reinhold, Draw Prog. Mgr./Security Sp.
Chelsey Sok, HR Consultant
Sophia Lay, Customer Service Specialist
Lance Anderson, Assistant Sales Director

Eric Daniels, DSR
Anquone Conyer, Support Services Manager
Debbie Porter, Licensing Coord./Security Sp.
Amit Suri, SQL Database Administrator
Stuart Woods, Regional Sales Manager
Cheryl Earsley, Scratch/Promotions Coord.
Corey Emery, Infra. & Support Supervisor
Christopher Rhodes, Helpdesk Lead
David Dean, Regional Sales Manager
Sue Fitzgerald, Fiscal Analyst
Cody LaCourse, Procurement/Supply Sp.
Tim O'Bryan, DSR
Becky Feigner, Customer Service Specialist
Kim Ficek, Customer Service Specialist
Sharlene Boesenberg, Customer Serv. Specialist
Lenee Otto, Finance Manager
Karee Pollock, Customer Service Specialist
Stacy Sund, Merchandising Coordinator
Linda Su'a, Sr. Graphic Designer
Mikki Naas, Fiscal Analyst
Gift Ngajio, Fiscal Analyst
Jon Flores, Security Specialist
Razzaleen Bantilan, DSR
Conner Warick, Fiscal Analyst
Rita Hawkins, Executive Assistant

Other Attendees

Eric Allen, Assistant Attorney General
Dan Miller, Curator
Xiamara Garza-Urbietta, Curator
Rosina DePoe, WIGA
Linda Edwards, WIGA
Becky Bogard, Brightstar
Ernie Perez, Brightstar
Kristie Christensen, VML

Alisa Bartholomew, VML
Scooter Churchill, VML
Ebenezer Tan, VML
Emily Libby, VML
Ron Miguel, Scientific Games
Aubrey Seffernick, Kalispel Tribe
Anela Summers, Miller Nash

Call to Order:

9:00 a.m. –Chair Giniger called the October 16, 2025, Lottery Commission meeting to order.

Chair Giniger asked for a commissioner roll call. Commissioners Schuyler Hoss, Rudy Mendoza, and Eileen Sullivan confirmed their attendance. Following roll call, Anquone Conyer provided a safety briefing in the event of an emergency. Chair Giniger thanked everyone for participating.

Approval of Meeting Minutes:

Next Chair Giniger entertained a motion to adopt the minutes of August 21, 2025, Commission Meeting as presented.

Commissioner Hoss **so moved**, and Commissioner Sullivan **seconded**. Chair Giniger asked for any questions; hearing none, called for a vote to approve the minutes of the August 21, 2025, Commission Meeting. **Ayes** were unanimous. **Motion carried.**

Director's Update:

Director Johnson began his presentation with a review of the 2025 North American Association of State and Provincial Lotteries (NASPL) Annual Conference and Tradeshow. Director Johnston said that during the conference several industry leaders shared their opinions on the state of the industry and new opportunities. A highlight included the CEO of the Toronto Maple Leaves who shared his experience creating collaborative business partnerships. Director Johnston also talked about the annual tradeshow, where the team saw new products emerging from our business partners and vendors. Also, at the conference, Washington's Lottery was recognized with three awards. The most prestigious award we received was for best advertising campaign for the whole year, called the "Best of the Batch," for our 2024 Seahawks campaign, 'Find Your Inner Boom' with Kam Chancellor and Richard Sherman. Director Johnston shared a huge thank you to our sales and marketing teams, to our advertising partner, and the whole agency. Ms. Patnode jumped in and added the other two awards were for our social media and a blooper reel that also featured Kam and Richard. Director Johnston continued saying two of Washington's Lottery Commissioners, Commissioner Hoss and Sullivan, attended the conference and thanked them for attending, saying it helps tremendously to have their participation as the industry faces upcoming challenges.

Additionally, at the conference we debuted the sizzle reel created by our advertising partner, VML. This sizzle reel invited everyone to attend the 2026 NASPL Professional Development Seminar in Seattle. Director Johnston shared that they are expecting about 800 people to attend, and the team will be doing a site visit in December with NASPL staff to begin mapping out the space. Commissioners suggested reaching out to other Lottery Commissioners to attend the NASPL 2026 conference and providing a virtual option for special sessions. Director Johnston believes it will be beneficial to both Directors and Commissioners to involve them and will work with the team on this idea.

Deputy Director's Update:

Deputy Director Cassi Villegas began her update speaking about our upcoming raffle. The raffle project remains in scope, on schedule, and within budget. Deputy Villegas said ticket sales are set to launch in January 2026, with the final drawing scheduled for March 17th, St. Patrick's Day. This raffle will also be more player-friendly, including a dedicated button on our Lottery Vending Machines that will allow players to purchase tickets directly without using a quick-pick card or barcode. Tickets will cost \$15 dollars and 250,000 tickets will be available. Deputy Villegas is excited about this raffle and expects it to be our most successful raffle yet.

Next, Deputy Villegas provided an internal update about One Washington, saying assignments are progressing well and the team is waiting for updates from the OneWA Executive Team, as they are in the process of reorganizing and enhancing the program to ensure a smooth go live. Deputy Villegas said we still do not have an official go live date, however, expects to get clarity from the Executive Team in the coming weeks. Deputy Villegas gave a special thanks to Nikki Holien for her leadership and Todd Steben, the subject matter expert, as well as the rest of the team, for working on this project, staying engaged and positive.

Lastly, Deputy Villegas updated the Commission on the Virtual Card project. This project continues to make progress; testing confirmed that all core functions, card creation, wallet loading, email notifications, and purchasing are all working as intended. However, thanks to thorough work from Sri and the testing team, several critical issues that could have affected the player experience were identified. To ensure a smooth launch, the team has decided to temporarily pause the go-live date to address these limitations and will determine a new timeline for launch. This choice prioritizes quality over speed, and Deputy Villegas remains confident the program will launch successfully soon.

Legislative & Legal Services Update:

Kristi Weeks started with the usual statistics of formal and informal requests for information, lawsuits, and administrative hearings. At the last meeting, Ms. Weeks reported denying a request by an assignment company to change the name and address where payments are sent. The assignment company did sue us, requesting a court order to require us to do it, and they also hired a lawyer. Ms. Weeks said she has worked with the assignment company's lawyer to get this request done correctly without continuing the lawsuit and it has been resolved and dismissed. Also, at the last meeting, Ms. Weeks shared she had been ordered to appear on a show cause hearing for a different assignment, and she is happy to report that she appeared, it is wrapped up, and has also been dismissed.

Ms. Weeks also shared she has managed to get our agency request legislation package filed with the Governor's office. Despite her being in Canada for NASPL, the process went smoothly, due to the support of our Legal Coordinator, Tiffany Pringle, and Budget Manager, Hilary Elkins. Agencies have been told they will receive their approval/denial notices in mid-October. We haven't received any news yet, so we will wait and be able to share at the next Commission meeting.

At the August Commission meeting, we received approval of the filing of the CR102 and draft rule language for the Title 315 rules refresh. The language has been filed and posted on our website for public comment. Ms. Weeks said we have not received any public comments yet. Ms. Weeks said normally we would have a rule hearing at the next meeting, after the filing of the CR102. However, because of the

sheer volume of the rules and because the Code Reviser has a strict, non-negotiable filing deadline, we will hold the hearing and final vote at the December 11th meeting.

Lastly, Ms. Weeks shared she attended the International Center for Responsible Gambling Conference on Gambling and Addition. There were two tracks at this conference, one for treatment and the other for policy and research. Ms. Weeks attended the policy and research track. However, she said it was very light on policy and heavy on research, which was fascinating, but not her background. She said although this wasn't her professional focus, it was a good use of time and the theme that resonated the most with her was the shift away from the recent focus on sports gambling in 30–40-year-old men. Ms. Weeks went on to say that in 2018, there was been a steep increase in problem gambling in that particular demographic for sports wagering, which is very interesting. However, she feels other issues related to responsible gambling have been ignored, for example, gambling prevalence, behavior, and risk among diverse populations including how to communicate best to reach them.

Financial Report: FY26 Update:

Mr. Steben presented the financial performance for FY26 through August 31st. Mr. Steben reported that sales are performing well, with Powerball driving sales with the \$1.79 billion jackpot, and shared that funds available for contributions are tracking consistently. Mr. Stebens reviewed the multiple-year revenue comparison, referenced the impact jackpots have on our sales, and said he is happy with the performance of our games. Mr. Steben concluded we are tracking well with our budget to actuals and our overall performance for this year to date is on target. Commissioner Hoss commented that he had some concerns that if high jackpots hadn't happened, we would be looking at different circumstances. Commissioner Hoss understood we are early in the fiscal year but wanted to know what we could do to smooth out sales when high jackpots aren't happening. Mr. Steben responded, saying he invited the Commissioners to consider the budget slide we saw; we're tracking 100% to budget and the good news is that with a high jackpot sales go up, prize expense goes up, vendor expense goes up, and promotional expenses go up, these things are intrinsically linked to that game. The variables that go up track with sales, the more fixed ones we're managing very aggressively protects the agency. If sales were softer, we're still within budget and we're not going to go over our authority, and this provides more to our beneficiaries as well. The way we're managing our expenses protects us as sales move. Commissioner Hoss followed up asking about contributions to the Washington Opportunity Pathways Account, WOPA, if Mr. Steben foresees continuation at a lower funding level? Mr. Steben said our budget looks like we will have more dollars this year than last for WOPA, *Scratch* sales are performing consistently, Powerball is performing well, and Mega Millions is growing too. As it is early in the year, Mr. Steben said he's confident that we should exceed the total dollar amount that we did last year.

The Commissioners and Director Johnston briefly discussed additional ways to increase sales and make products more attractive to people as we navigate the unpredictable timing of jackpots. Topics included the upcoming Powerball NFL game to spur Sunday sales, becoming the first Lottery to sell tickets on ferries, and looking to new or rarely used game formats, like raffles. Commissioner Giniger thanked everyone for their creativity.

Sales and Marketing Update

Randy Warick, Director of Sales and Marketing, began his update by presenting sales figures through the week of September 27th. Mr. Warick explained that seven out of the nine games are outperforming the

sales goals year to date, with Powerball leading the way at 271.86%, in large part due to the high jackpot run reaching the billion-dollar mark.

Mr. Warick next showed a sales update from the Regional Offices, which all now have lottery vending machines. Mr. Warick highlighted the friendly competition emerging between the regions and the ways the sales team is exploring fun and creative ways to encourage engagement from players as we approach the holiday season and more players come to purchase tickets for parties and gifts.

Next, Mr. Warick shared a report about the current lottery promotions. The Jurassic Park game has finished its run, and the final second-chance drawing generated 76,624 qualifying entries. The stores that sold the winning tickets for the two Hawaii trip prize packages were Ron's Food Mart in Kennewick and the Safeway in Lacey. The three \$1,000 cash prize winners purchased their tickets at a 7-Eleven in Seattle, A-1 Smoke in Othello, and Starvin' Sam's Mini-Mart in Nooksack. The Sunday-only promotion, designed to boost sales on the slowest day of the week, Sunday, has generated 5,000 qualifying wagers each Sunday, exceeding the sales team's target. Mr. Warick shared on average, about 13,000 wagers were placed each Sunday, resulting in a total of 52,977 by the end of the promotion. The \$5 Mega Millions promotion, where players purchase a \$5 Mega Millions ticket and receive a free \$1 Lotto ticket, has generated \$265,265 in total ticket sales. Mr. Warick said the team continues to see strong results from these sales efforts and plans to explore more promotions like this in the future.

Ms. Patnode took over and shared the highlights from recent media coverage provided by Curator since the August meeting. The team secured more than 1,700 stories, generating 857 million impressions. Ms. Patnode said the coverage is centered around the growing Powerball jackpot, helping to drive awareness and engagement from players. Ms. Patnode also shared that in August alone, 14 winning tickets worth between \$50,000 and \$1 million were sold in Washington, and coverage will continue as additional big wins come in. Ms. Patnode also highlighted an interview Kristi Weeks did with Good Day Seattle. She shared that Kristi did a great job. She talked about not only the large Powerball jackpot, but also about our beneficiaries, Washington college grants and early childhood education. Kristi was even able to speak about our winners and our retailers, giving a shout out to one of our most winning stores, Fred Meyer in Auburn. Good Day Seattle aired the interview live and taped and was a great success.

Next, Ms. Patnode mentioned the first drawing of the Seahawks *Scratch* ticket took place, with a little over 23,600 entries mailed in. In addition, the Seahawks new creative campaign has officially launched across broadcast and social channels. The 'Visitors' alien spot has been a hit with both players and fans. Ms. Patnode played this spot for the Commission. Also, looking ahead, Ms. Patnode previewed campaigns on the horizon, including the Seahawks, 'Aliens at the Ticketmaster Tailgate' and the Kraken x Lotto promotion, which launches November 3rd. She noted the VML creative looks fantastic and is excited to share the full campaign at the next meeting. The grand prize package includes glass seats, watching pre-game warm-ups from the penalty box, and a ride on the Zamboni during intermission. Chair Giniger thanked Mr. Warick and Ms. Patnode for their updates and asked if there are any questions.

Chair Giniger said that before moving on to the *Scratch* presentation, we had a question from Commissioner Hoss, regarding the economic development reserve account and why there was such a difference there. Mr. Stebens responded, saying we looked into that, and we have a specific law that speaks to it, RCW 67.70.190, and explained the impact of that RCW. The Commissioners thanked Mr. Steben and introduced the final presentation of the day, *Scratch*, with Gaylene Gray.

Scratch Artwork

Gaylene Gray, Instant Scratch Manager, next presented the new *Scratch* ticket artwork for the commissioners' review and briefly talked about each one. The commission had no questions.

Commission Business/Agenda Items:

Chair Giniger asked the commissioners if they had any topics to discuss at the next meeting or any questions. Chair Giniger asked for some additional information from Ms. Weeks, about prediction markets, including how they could impact the Lottery. Ms. Weeks confirmed the Commission would like a more formal presentation or agenda item to discuss. Chair Giniger would like it as an agenda item included. Commissioner Hoss added he would like to hear more about JackPocket and the courier services that operate on the borders of our state, in terms of what kind of gaming regulation is needed and possible expansion. In addition, Commissioner Hoss would also like an update from the Washington Student Achievement Council and the information they have about funds flowing through WOPA and beneficiaries' receipt of those funds. This will help us get a sense of what kind of impact we have had on higher education funding in the last year. Director Johnston said the December meeting has been designated only for the presentation of WAC changes and public hearing, so we will cover those topics at the February meeting.

Public Comment:

Chair Giniger asked if anyone online or in the studio is interested in speaking today. Hearing no comments, Chair Giniger closed the public comment period.

Adjournment:

Commissioner Giniger adjourned the meeting at 10:47am.

The October 16, 2025, Lottery Commission Meeting Minutes were approved this _____ day of _____, 2025.

Respectfully submitted,

Judy Giniger, Commission Chair

Rita Hawkins, Executive Assistant