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Kim Reynolds · Governor
Chris Cournoyer · Lt. Governor
Matthew N. Strawn · Chief Executive Officer

AGENDA

IOWA LOTTERY COMMISSION

November 25, 2025
2:00 pm

-Teleconference Only-

Dial In: 515-206-9299

(No PIN # is required to join the call)

- I. Call to Order
 - A. Approval of Agenda*
 - B. Approval of Minutes from October 27, 2025 Commission Meeting*
- II. CEO Comments
- III. Instant Ticket Primary Vendor Agreement – Scientific Games*
- IV. Other Business
- V. Next Meeting – December 16, 2025
- VI. Adjournment

** Commission Action Required*

If you require the assistance of auxiliary aids or services to participate in or attend the meeting because of a disability please call our ADA coordinator at 515-725-7864, or if you are hearing impaired, call Relay TTY at 1-800-735-2942.

MINUTES

IOWA LOTTERY COMMISSION

October 27, 2025

9:30 a.m.

The Iowa Lottery Commission convened at 9:30 a.m. by teleconference; Commission Chair Katie New presiding.

Commission Members Present on Teleconference:

Katie New, Josh Cook, Mick Connealy, Mary Rathje, Dana Wingert

Staff Participating:

Matt Strawn, Lottery CEO; Jon Roth, Sales and Marketing; Steve Waymire, Security; Hale Strasser, IT Systems; Deb Bassett, Commission Secretary

Others Present on Teleconference:

Alana Stamas, Steve French, and Zach Waldmeier, Dept. of Revenue; John Fordyce, Attorney General's Office; Scientific Games; Xavier Leonard, Legislative Services Agency

CALL TO ORDER

New called the meeting to order at 9:30 a.m. and roll was taken. There was a quorum. New announced the meeting would be held via teleconference in accordance with Iowa Code section 21.8.

Cook moved to conduct the meeting via teleconference. Rathje seconded. Motion carried unanimously.

APPROVAL OF AGENDA

Wingert moved to approve the agenda for the meeting. Cook seconded. Motion carried unanimously.

APPROVAL OF MINUTES

Rathje moved to approve the September 29, 2025 Commission meeting minutes. Connealy seconded. Motion carried unanimously.

SEPTEMBER SALES AND PERFORMANCE MEASURES

Strawn gave an update on September sales and performance measures. The lottery continues to exceed last year's performance and FY26 budget targets on both lottery sales and proceeds through September.

FY26 lottery sales through September total \$118,034,633. This represents a year-over-year sales increase of 15.03% and exceeds FY26 budget targets by 18.05%.

FY26 lottery proceeds through September total \$24,937,708. This represents a year-over-year proceeds increase of 38.65% and exceeds FY26 budget targets by 41.4%.

These results are heavily influenced by the early September \$1.787 billion Powerball jackpot as the first week in September was the fifth-highest grossing sales week in Iowa Lottery history. The month of September sales alone were nearly 30% over last year's monthly total. October sales have normalized and are more closely tracking last year's performance.

Regarding the financials, through the first three quarters of the fiscal year, the Lottery's operating expenses are currently 11.85% under budget projections as the lottery team continues to be responsible stewards of lottery funds.

Strawn concluded his remarks by stating the Iowa Lottery will make its annual transfer to the Iowa Veterans Trust Fund at the end of October. The latest \$2.5 million contribution will bring the lottery's total support for the Iowa Veterans Trust Fund to \$44,852,121 to date.

CREATIVE ADVERTISING SERVICES CONTRACT EXTENSION – STRATEGIC AMERICA

Roth asked the Commission approve a contract extension for Creative Advertising Services with Strategic America through June 30, 2027.

Cook moved to approve the contract extension. Wingert seconded. Motion carried unanimously.

MEDIA PLANNING, BUYING AND PRODUCTS CONTRACT EXTENSION – FLYNN WRIGHT

Roth asked the Commission approve a contract extension for Media Planning, Buying and Products with Flynn Wright through June 30, 2027.

Rathje moved to approve the contract extension. Connealy seconded. Motion carried unanimously.

GAME RULE APPROVALS

Roth asked the Commission to approve the game rules for scratch ticket and pull-tab games:

- Scratch Ticket Games:
 - #753 – '777' (\$2)
 - #754 – Red Hot 7s (\$3)
 - #769 – Winter Green (\$1)
 - #770 – \$100,000 Mega Crossword (\$10)
 - #774 – 200x The Win (\$20)
- Pull Tab Games:
 - #57 – Bet the Pot (\$1)

Wingert moved to approve the games rule. Rathje seconded. Motion carried unanimously.

OTHER BUSINESS

Strawn informed the Commission that a special meeting may be needed before the December quarterly meeting. The commissioners will be notified when a date has been determined.

ADJOURNMENT

Rathje moved to adjourn. Connealy seconded. Motion carried unanimously.

Meeting adjourned at 9:45 a.m.