

**Minutes**  
**Executive Committee**  
**South Carolina Education Lottery Commission**  
**February 13, 2007**  
**3:00 p.m.**

A meeting of the Executive Committee of the South Carolina Education Lottery was held on Tuesday, February 13, 2007, at 3:00 p.m. in the Third-Floor Conference Room at 1333 Main Street, Columbia, South Carolina.

Commissioner Burriss was present in the conference room and Commissioners Madden, Bailey, Jr., Landess, and Stevens participated via teleconference.

The Chairman called the meeting to order.

**Leave Policy**

Consideration of SCEL's leave policy was carried over as additional information was being compiled.

**Modification of Headquarters Lease**

The Chairman recognized Ernestine Middleton, Director of Internal Operations, to address modification of SCEL's headquarters lease. SCEL signed a ten-year lease for third and fourth floor space at 1333 Main Street in March of 2006. However, given that a portion of the last available space in the building is adjacent to SCEL's offices, staff reassessed SCEL's needs and determined that it would be advisable to obtain additional office and storage space in the headquarters' building to ensure SCEL's long-term needs are met.

The cost of leasing the proposed space on the third floor is \$14.50 per square foot, or \$65,713 annually, excluding any up-fitting costs which are above the landlord's normal allowance of \$10.00 per square foot. The lease terms under consideration are identical with what was agreed to in 2006. Staff addressed questions raised by Commissioners regarding whether it was possible to negotiate different rates between office and storage space for the space available on the third floor. Staff also explained that the current ratio of square feet per employee is less than what is called for in state guidelines.

**Motion Adopted**

Commissioner Burriss moved to report a recommendation from the Executive Committee to the Commission authorizing staff to negotiate lease terms for the additional space on the third floor that are acceptable to the Executive Director. Commissioner Bailey seconded the motion, which was approved.

**Media Placement RFP**

David Barden, Deputy Director of Sales and Marketing, was recognized to address the Media Placement Request for Proposals (RFP). He explained that media placement services relate only to media evaluation, planning, and purchasing strategies and actual purchasing of print ads, radio and television air time. The media placement services are provided within the scope of the current advertising services contract which includes production of television commercials, purchasing of promotional items and limited creative services. Sales and Marketing staff believes issuing two RFP's, one for media placement and one for advertising services, will be more cost efficient and will further enhance the services SCEL receives. The issuance and award of the Media Services RFP is timed to coincide with the annual television and radio air time purchases which are done in May. The staff recommendation to the Executive Committee is to issue one RFP for media placement services at this time and issue another RFP for other advertising services later in the spring.

**Motion Adopted**

Commissioner Landess made a motion to recommend that the Commission authorize staff to move forward with the issuance of the media placement services RFP as presented and to authorize the Executive Director to adjust the schedule as needed. Commissioner Bailey seconded the motion, which was approved.

**Adjournment**

There being no further business, the meeting was adjourned.

\_\_\_\_\_/s/\_\_\_\_\_  
Timothy E. Madden, Chairman

April 24, 2007\_\_\_\_\_  
Date

As required by Section 30-4-80, notification for this meeting was posted at SCEL headquarters, 1333 Main Street in Columbia. As provided in the Commission bylaws, the meeting notice and agenda were also posted on the SCEL website, sceducationlottery.com and sent via facsimile transmission pursuant to requests made by media outlets and other organizations. These notifications included the time, date, place and agenda of the meeting.