

**SOUTH CAROLINA EDUCATION LOTTERY  
BOARD OF COMMISSIONERS**

**MARKETING & RETAILER RELATIONS COMMITTEE  
MEETING MINUTES  
February 18, 2025  
4:00 p.m.**

The Marketing and Retailer Relations Committee of the Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Tuesday, February 18, 2025, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Patrick Earle, Chairman  
Sam Litchfield, Ex-officio

Dr. Edward Keith *via video*

Chairman Earle called the meeting to order at 4:05 p.m. and recognized, Ammie Smith, Director of Product Development, Antonio Robertson, Corporate Accounts Sales Manager, and Brian Ford, Chief Financial Officer who presented details of SCi-Q Systems. Ms. Smith explained that SCi-Q is Scientific Games' (SG) solution to a secure, automated, smart ticket dispenser. Since 2018, SG has been perfecting this solution. The goal of SCi-Q is to provide lotteries and retailers better solutions for inventory control, better security, better reporting, time optimization, space, and full dispensers. She noted that there are close to 5000 SCi-Q sites among 15 US lotteries and among lotteries of interest (NC, GA and FL). Six national corporate chains that already use SCi-Q in other states currently do business in South Carolina. SCEL desires to implement SCi-Q among 400 selected retailers, (300 corporate retailers and 100 independent retailers) to gauge use and effectiveness.

Mr. Robertson discussed several aspects of the SCi-Q including modernization, real-time reporting, inventory management, merchandising, and results. Mr. Robertson recapped the history of the product and several upgrades developed from use in the field. He indicated that several national chains understand the benefits of SCi-Q and have reached out to him regarding SCi-Q. He stressed that several chains desire the product not only because of display but because of the back office software. Mr. Robertson emphasized the benefit of real time information in retailers' hands such as it relates to inventory. Both SCEL staff and retailers benefit from reporting of the real-time data to monitor product and retailer performance.

Next, Mr. Brian Ford discussed the SCi-Q costs and the estimated return on investment (ROI) over a two and a half year span. Assuming a mix of 36 - to 24 - ticket display units, SCEL estimates a cost of \$6.3M over 2½ year period paid in equal monthly installments. SCEL conservatively estimates a sales increase among the selected stores of 15 percent, which after prize payouts and commissions, would amount to a ROI of \$4M.

After review of the SCi-Q proposal, Chairman Earle moved to approve the SCi-Q proposal, seconded by Commissioner Litchfield. The motion passed unanimously.

Next, Chairman Earle asked Josh Whiteside, Director of Marketing, to provide an update on promotions and events concepts. Mr. Whiteside reported on plans for SCEL to get back to participating in events, which stopped during the pandemic. He presented two options for a single vehicle to replace the trailer that has been used for the past twenty years and which is in need of repairs. He also discussed a vehicle that staff can drive rather than towing, and is large enough to hold materials and provide one place to educate, sell, and promote the lottery.

The two options Mr. Whiteside presented included a school bus or bread truck type vehicle. They would like to keep the size of the vehicle small enough to not require a CDL to drive. Staff is looking for feedback from the committee. Commissioner Litchfield expressed positive interest in the idea and the need to select a reliable vehicle that would not require costly repairs and down time in the repair shop. Chairman Earle moved, seconded by Commissioner Keith, to allow staff to continue moving forward with research costs, effectiveness, and maintenance. The motion received unanimous approval.

Next, Mr. Whiteside provided an update on the progress of the commercial he presented at the last meeting (Played Out Platitudes) that should be ready to air March 1 for Play Responsibly month. He then shared images from the filming of the Play Mega, Give Mega. The spot is in the editing stage and will be out in time for Mega millions relaunch.

Next, Mr. Whiteside provided an update on where they are in gathering beneficiary stories for the Better U campaign. They are interviewing beneficiaries and will be sharing their stories.

There being no further business, the meeting adjourned at 5:10 p.m.

\_\_\_\_\_/s/\_\_\_\_\_  
Patrick Earle  
Chairman,  
Marketing & Retailer Relations Committee

\_\_\_\_\_  
02/19/2025  
Date

As required by *S.C. Code Ann.* § 30-4-80, SCEL posted notification for this meeting at its administrative offices, 1333 Main Street in Columbia. As provided in the Board Bylaws, SCEL also posted the meeting notice and agenda on its website ([sceducationlottery.com](http://sceducationlottery.com)), and sent emails pursuant to requests made by individuals, media outlets and other organizations. These notifications included a link that provides the time, date, place, and agenda for the meeting.