

**SOUTH CAROLINA EDUCATION LOTTERY
BOARD OF COMMISSIONERS**

**MARKETING & RETAILER RELATIONS COMMITTEE
MEETING MINUTES
February 10, 2026
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 10, 2026, at 1333 Main Street, Columbia, South Carolina, Room 428, with the following members, representing a quorum, participating:

Dr. Edward Keith, Chairman
Sam Litchfield, *Ex-officio*

Dr. Vareva Evans-Harris

Chairman Keith called the meeting to order at 4:08 p.m. and recognized, Ammie Smith, Chief Product Officer and Josh Whiteside, Chief Marketing Officer to discuss proposed play responsibly advertisements concepts. Mr. Whiteside began his report by reviewing the proposed voiceover campaigns for “All for Fun” and “A Part of the Game.” These concepts can be adapted to any SCEL game and should be available by March 2026.

Next Mr. Whiteside discussed a new branding campaign “Your New Best Friend” design to be a humorous spot about newly acquired friends whenever someone wins the lottery. SCEL wants to produce this campaign as quickly as possible in March to have it available for an April rollout.

Upon motion of Chairman Keith, seconded by Commissioner Evans-Harris, the Committee unanimously approved the play responsibly advertisement concepts and the new branding campaign.

Next, Chairman Keith recognized Mr. Antonio Robertson, SCEL’s Director of Corporate Accounts, who provided an update on the SCEL’s SCiQ implementation. Mr. Robertson noted that SCEL has dispersed 400 units throughout various corporate and independent stores in S.C. during a 6-month period. He briefly discussed some of the type of service calls retailers made about the devices, including the average resolution time of those issues. He provided statistics of growth among corporate stores with and without SCiQ devices as well as overall growth of all stores with and without SCiQ devices.

In other business, Commissioner Evans-Harris asked about SCEL’s efforts regarding responsible gaming. Legal Services agreed to provide Commissioner Evans-Harris with SCEL’s statutory requirements regarding gambling addiction as well as any other information she may require.

There being no further business, the meeting adjourned at 5:24 p.m.

_____/S_____
Dr. Edward Keith, Chairman
Marketing & Retailer Relations Committee

2/11/2026
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), 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.