



**PUBLIC HEALTH TRUST FUND
EXECUTIVE COMMITTEE
MEETING MINUTES**

Date/Time: October 13, 2015 – 2:00p.m.

Place: Massachusetts Gaming Commission
101 Federal Street, 12th Floor
Boston, Massachusetts 02110

Present: **Executive Committee**
Commissioner Enrique Zuniga, MA Gaming Commission
Undersecretary Jennifer Queally, Executive Office of Public Safety and Security
Lindsey Tucker, MA Department of Public Health
Interim Director Michael Sweeney, MA State Lottery Commission
Executive Director Rebekah Gewirtz, MA Public Health Association

Attendees

Director Mark Vander Linden, MA Gaming Commission
Former Director Steve Keel, MA Department of Public Health
Project Coordinator Emily Bhargava, Education Development Center
Former Director Bruce Cohen, MA Department of Public Health
Legal Fellow Terrance Lanier, MA Gaming Commission
Paralegal Cecelia Porche, MA Gaming Commission

Guests

Rosemary Campbell
Wayne Perry

Call to Order

2:05 p.m. Commissioner Enrique Zuniga called to order the Public Health Trust Fund Executive Committee meeting.

Approval of the Minutes

2:09 p.m. *Michael Sweeney moved that the Committee approve the minutes of July 14, 2015. Motion seconded by Rebekah Gewirtz. Motion passed unanimously.*

Hiring Process for DPH Director of Problem Gambling Services

2:10p.m. Lindsey Tucker provided an update to the hiring of the Director of Problem Gambling Services at the DPH, in which there have been a series of interviews and they're on round 3 of interviewing with the final candidates.

GRAC and RDASC Update

- 2:12p.m. Mark Vander Linden opened the topic discussion with brief information about the Gaming Research and Advisory Committee (GRAC) and Research Data and Analysis Subcommittee (RDASC). The RDASC is a subcommittee of the GRAC and the GRAC advises both the Public Health Trust Fund Executive Committee and the Commission.
- 2:14p.m. Bruce Cohen provided a summary on the RDASC and GRAC with mention to the objective of the RDASC and GRAC meetings, recommendations for research priorities, possible agendas for future meetings, projects in reaching target subgroups, and development of strategies for data integration and data collection. Other activities relating to the GRAC and RDASC include the development of a process to provide access to data for researchers and procedures for report review/data analysis. Bruce ended with an invitation for more members, methodologists into the RDASC with interests related in economic, gambling, crime research.
- 2:21 p.m. Michael Sweeney offered assistance in sharing names for the RDASC.
- 2:25 p.m. Group discussion surrounded GRAC research priorities, specifically regarding the integration of GRAC recommendations into the Strategic Plan or problem gambling services or the creation of a separate update cycle. It was mentioned that the research needs to be integrated into all program and strategic planning. A research timetable should be developed over the next few months.
- 2:28 p.m. Mark Vander Linden stated the PHTF Executive committee and the Commission approved a research agenda for 2015, however, the development and establishment of the database to hold player card data for research is still outstanding. A recommendation from the GRAC is needed in 2016 to fold this into the Strategic Plan.

Problem Gambling Services Strategic Plan Update and Action Steps

2:30 p.m. Steve Keel provided an update to the Strategic Plan in which he provided the new timeline to the group. He mentioned the first iteration of the Strategic Plan was delayed largely in part because there was no provider focus group and help line data. The new timeline allows for time to incorporate research data, PHTFEC feedback, public comment, and final review by the PHTFEC. A draft of the data will be available possibly in November. Steve asked the committee to adopt the delay after a review the timeline with Emily Bhargava.

- 2:39 p.m. Emily Bhargava reiterated the timeline is dependent upon their receipt of the final, PHTFEC approved problem gambling services evaluation from the research team at UMass by late November. It was proposed that the first half of December will be for intergrating the information into the Strategic Plan, passing the draft to the PHTFEC before presenting for public comment; from Christmas to New Year's Emily will making changes according to recommendations from the PHTFEC; during the first half of January (1/3 – 1/15), in-person commentary will be welcomed at Commission meetings; two weeks will be allocated to integrating public comments into the plan; in early February, the nearly final version of the Strategic plan will be passed to the DPH and MGC; final version will be presented in first PHTFEC meeting of 2016 and then to the Commission meeting in March.
- 2:48 p.m. Steve Keel stated that a draft of the white paper has been requested from UMass, which will provide an idea of the recommendations; the final pieces of the recommendation should be available in March.
- 2:49 p.m. Emily Bhargava indicated there are (3) pieces of the services evaluation that's included in the white paper, which include the help line data, information from treatment providers, and baseline from the general population survey.
- 2:55 p.m. Enrique Zuniga clarified that the delays were in some way related to the referendum, not delays relating to project management at the Commission. The first big shift was in question 3.
- 2:58 p.m. Group discussion surrounded resources to implement the plan. The resources (approx. \$1.4 million) from the DPH derive from unclaimed lottery receipts and racing. The legislation gave the Commission authority to access \$5 million annually on all licensees for the purposes of research and 5% on each Category 1 licensee. The tax on gross gaming revenue is estimated to be \$50 - \$200 million annually and is distributed to outreach, prevention, treatment, and alike.
- 3:03 p.m. Mark Vander Linden clarified that the Public Health Trust Fund has two sources of revenue: 5% of the gross gaming revenue from the Category 1 (will be Wynn and MGM) and \$5 million dollars accessed across all licensees.
- 3:10 p.m. Continued group discussion regarding the timeline and target date for recommendation and plan. Emily Bhargava mentioned March will not be a realistic date, if there is a month or two month delay in receiving information and that there should be a backup plan that sticks to the timeline regardless whether the information is received. The draft can still be released to the PHTFEC followed by public comment, and the integration of recommendations simultaneously with public comments, should there be a delay.

- 3:15 p.m. Lindsey Tucker suggested there should be some action items: 1) check in with UMass regarding deadlines and accountability; 2) Emily share draft with Rebekah/other PHTFEC members to meet and discuss it; 3) share PHTFEC meeting dates in 2016 to line up with the timeline.
- 3:17 p.m. *Michael Sweeney moved that the PHTFEC adopt the timeline and formally contact UMass regarding November deadline. In addition, Lindsey Tucker added, if UMass does not meet the timeline, the timeline stays as is and Emily will adjust accordingly and incorporate the recommendations. Motion seconded by Enrique Zuniga. Motion passed unanimously.*

Play Management (PM) Testing and Implementation Timeline

- 3:18 p.m. Enrique Zuniga opened the topic with background information pertaining to Play Management, which he stated this is the first budget managing tool to be used in the U.S. and the PM software will be housed at Plainridge Park Casino (PPC).
- 3:18 p.m. Mark Vander Linden provided information on Play Management to new PHTF Executive Committee members, which included Responsible Gaming Framework Strategy 2- Supporting Informed Player Choice.
- 3:26 p.m. Mark Vander Linden presented on Play Management PowerPoint.
- 3:34 p.m. Rebekah Gewirtz commented food vouchers should be re-evaluated; food vouchers for use within casino encourages people to return and gamble. Conversely, food vouchers for venues outside the casino should be looked at as an alternative to support local businesses.
- 3:36 p.m. Rebekah Gewirtz suggested for first page on Play Management that there should be bullet points, not blocks of text and rewording of last sentence with "...Play Management data is held strictly anonymous."
- 3:38 p.m. Emily Bhargava noted the "*Initial* Daily Budget" weakens purposes of Play Management, a budget setting tool, and suggested revising the header to "Daily Budget".
- 3:41 p.m. Mark Vander Linden discussed GameSense staff and hours of operation.
- 3:47 p.m. Michael Sweeney suggested offering messages in other languages.
- 3:49 p.m. Jennifer Queally suggested removal of "...on that machine" with "...on *any* machine".
- 3:52 p.m. Rebekah Gewirtz suggested removing "...*responsibly*" from "...responsibly manage", because people consider themselves responsible. Mark Vander Linden will modify to simply, "manage".
- 3:56 p.m. Rebekah asked whether clocks are on slot machines for the patrons to be made aware of their playing time.

Measuring Gaming Related Crime in Massachusetts

- 3:57 p.m. Mark Vander Linden presented information on assessing gaming related crime starting with the requirement in section 71 of the statute, which mandates the MGC to analyze the relationship between crime and expanded gaming in the Commonwealth. In addition, Mark provided information regarding the work being performed by Christopher Bruce, an internationally known crime analyst with expertise in police data systems and analysis. On a quarterly basis, Christopher will provide an updated baseline and the first follow up report will be in late October.
- 4:10 p.m. Michael Sweeney suggested topics for future discussion: 1) lotteries that are culturally based, i.e. Dominican Lottery and 2) unregulated machinery in convenient stores.

January PHTF Exec Committee and Tour of Plainridge Park Casino

- 4:12 p.m. Mark Vander Linden informed the group that Chairman Crosby proposed a meeting at Plainridge Park Casino, which would include a tour.
- 4:12 p.m. Enrique Zuniga expressed to the group the meeting and tour at PPC is tentative understanding individual schedules, availability, and travel time may prevent full attendance.
- 4:16 p.m. *Having no further business, a motion to adjourn the meeting was made by Michael Sweeney and passed unanimously.*
- 4:17 p.m. Rebekah Gewirtz commented future meetings, other than the one at PPC, should start from 3 – 5 p.m., rather than 2 p.m.

List of Documents and Other Items Used

1. Public Health Trust Fund Executive Committee Notice of Meeting and Agenda dated October 13, 2015
2. Public Health Trust Fund Executive Committee Meeting Minutes dated July 14, 2015
3. GRAC and RDASC List of Committee Members
4. Strategic Plan Memo dated October 8, 2015
5. Play Management Memo dated October 13, 2015
6. PC Timeline dated October 8, 2015
7. Play Management Project Plan dated October 9, 2015
8. Plainridge EGM PowerPoint
9. Plainridge Kiosk PowerPoint
10. Crime Baseline Memo dated October 13, 2015
11. Assessing the Impact of Gambling on Public Safety in Massachusetts Cities and Towns dated August 24, 2015
12. Responsible Gaming Framework