

THE COMMONWEALTH OF MASSACHUSETTS
MASSACHUSETTS GAMING COMMISSION
PUBLIC HEARING

EXECUTIVE COMMITTEE MEMBERS

CHAIRMAN- MASSACHUSETTS GAMING COMMISSION

Stephen P. Crosby

COMMISSIONER- MASSACHUSETTS GAMING COMMISSION

Enrique Zuniga

COMMISSIONER OF THE MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH

Cheryl Bartlett

EXECUTIVE DIRECTOR OF THE MASS PUBLIC HEALTH ASSOCIATION

Rebekah Gewirtz

EXECUTIVE DIRECTOR OF THE LOTTERY

Beth Bresnahan

ASSISTANT SECRETARY OF THE EXECUTIVE OFFICE OF PUBLIC SAFETY

Ann Powers

DE FACTO MEMBERS

Stefano Keel, Director of Problem Gambling Services (DPH)
Mark Vander Linden, Director of Research and Problem Gambling
(MGC)

October 6, 2014

10:00 a.m. to 11:57 a.m.

Massachusetts Gaming Commission

84 State Street, Second Floor, PRIM Conference Room

Boston, Massachusetts 02109

Call to Order

Chairman Crosby called the meeting to order at 10:00.

Discussion: Administrative Updates

Social and Economic Impacts of Gaming in Massachusetts (SEIGMA)

Included in SEIGMA's primary data collection are:

- 10,000 general population surveyed
- 5,000 person online surveyed
- 1,000 targeted survey to Plainville area

The cohort study will launch after the referendum on November 4th.

Targeted survey in Region B will be held after November.

The final baseline is expected to be delivered on 3/31/2015.

Responsible Gaming Framework

The framework outlines the broad strategy on responsible gaming in the Commonwealth.

The intent of the Responsible Gaming Framework is to provide guidance for the regulation that will come from the Gaming Commission. It will also provide an orientation for our operators/Licensees regarding the types of gaming measures the operators/Licensees should be adopting.

While many pieces of the framework are intended to target problem gamblers, it is also a tool for prevention.

Included in the framework is mention of prevention services within the casino property for a Responsible Gaming Information Center (RGIC). Plainville already has a designated space not on the gaming floor for private meetings between patrons and

counselors or other staff trained with concerns related to their gambling.

One initiative outlined in the framework suggests the adoption of "Self-exclusion". Self-exclusion allows for problem gamblers the option to opt-out of marketing lists, be banned from receiving house-credit and/or check cashing privileges, and voluntary exclusion from MGC licensed gambling venues state-wide.

PreCommitment- Play Management Tools

Pre-commitment is a way for a player to choose the length of time and amount of money to spend in advance of gaming sessions and it is tied to the player card.

Notifications will be displayed on the slot machine according to the player's pre-commitment selections.

The MGC has employed an external consultant to look at 9 other jurisdictions from around the world that have implemented this technology.

The Commissioners will receive a full report on October 23rd to help them decide whether the technology would translate into regulation.

This tool is targeted to protect the 10-20% of the population who may be at risk of adopting characteristics of problem gambling.

Budget

The Commission approved fiscal year 2015 budget and the total budget for this fiscal year is \$3,946,825.16.

The budget will come from the operating revenues of the Gaming Commission, but will be subject to the control of the Public Health Trust Fund Executive Committee.

Once Licensees get their licenses, the MGC may assess them their prorata share of \$5 million, which will occur no sooner than after the November referendum.

This will become an annual contribution to the PHTF.

Once the casinos start to operate, 2 1/2 % (approximately \$15-20 million, for all three casino licenses) of the gross gaming revenue will be placed into the PHTF.

The budget decisions stemming from the PHTF will be made by the Public Health Trust Fund Executive Committee (PHTFEC).

Discussion: Public Health Strategic Plan Discussion

A strategic plan will be a guide for the use of the fund in gambling related service delivery, evaluation of delivered services, and coordination of planned services with gambling research.

This strategic planning process is utilized by the Substance Abuse Mental Health Services Administration (SAMHSA) that has a

five step process with the idea of looking at assessment capacity, planning, implementation, and evaluation.

Steve Keel and Mark Vander Linden recommend the use of the SAMHSA Strategic Prevention Framework (SPF) as the guiding framework for the development of our Public Health Trust Fund Strategic Plan.

The strategic plan will be reviewed on an annual basis and inefficiencies will be adjusted accordingly.

Discussion: Next steps in Research Agenda

SEIGMA

A team from University of Massachusetts, Amherst is performing research that will provide a 1) baseline of key social and economic variables prior to the operation of casinos, 2) current prevalence of gambling and problem gambling and 3) review of existing treatment and prevention programs in Massachusetts.

Massachusetts Gaming Impact Cohort (MAGIC)

In addition to SEIGMA, the research team will establish a longitudinal cohort study known as MAGIC to examine gambling behaviors to determine the incidence of problem gambling in Massachusetts and to develop an etiological model of problem gambling.

The study will provide detailed information of how gambling and problem gambling develops, progresses, and remits.

The Gaming Policy Advisory Committee and Gaming Research Advisory Committee advised on the focus and scope of this project and recommended that it be added to the research agenda.

The Commission will direct the research team to begin the cohort study later this year.

Steve Keel and Mark Vander Linden have recommended three next steps:

Recommendation #1: Continue the scope of the current research agenda including SEIGMA and MAGIC through the next year.

Recommendation #2: Procure an experienced and qualified organization to 1) establish evaluation measures and processes 2) collect and analyze data and 3) report findings to determine the effectiveness of responsible gaming initiatives outlined in the MGC Responsible Gaming Framework adopted by the MGC on September 25, 2014.

Recommendation #3: Align initiatives in accordance with Expanded Gaming Act by procuring services with an "experienced nonprofit research entity" to collect, anonymize, store and disseminate information generated by loyalty programs, player tracking software, player card systems, or any other information system. Data will be available to qualified researchers for the purposes of: (1) conducting analyses that improve understanding of how gambling addiction develops and progresses; (2) developing evidence-based harm minimization strategies; and (3) developing evidence-based systems to monitor, detect and intervene in high-risk gambling.

Outcome

The PHTFEC is in support of all three recommendations.

Discussion: Update on Community Listening Sessions

There were three Listening Sessions on September 18, 23, and 24 (Chelsea, Holyoke, and Plainville, respectively).

At the Listening Session in Chelsea, there were various coalition leaders from Charlestown, Everett, and Revere.

Attendance was sparse at Holyoke, but five legislators were in attendance at the Listening Session in Plainville who showed support for the expanded gaming.

Suggestions

A "Problem Gambling" headline may help attract more attendees for future Listening Sessions.

Approaching other public health entities prior to future Listening Sessions may also help.

Discussion: Responsible Gaming Media Campaign

The Responsible Gaming media campaign can begin at the onsite space that will be located within the casino.

GameSense

"GameSense" is a responsible gaming model that was adopted by the British Columbia Lottery Corporation (BCLC) in 2009.

This proposal will engage the MGC in a license agreement with the BCLC, a government entity. The MGC will operate under some parameters and have the option of adopting the GameSense brand, logo, and materials without charge.

"GameSense" can be modified specifically for Massachusetts.

Outcome

A motion was made to recommend the PHTFEC to adopt GameSense and to authorize Steve and Mark to go forward and make necessary recommendations to fine tune this for Massachusetts.

All members voted unanimously in favor of the proposal to adopt "GameSense" for the Commonwealth.