



Meeting Minutes

Date/Time: April 2, 2015 – 10:30 a.m.

Place: Boston Convention and Exhibition Center
415 Summer Street Room 107B
Boston, Massachusetts

Present: Chairman Stephen P. Crosby
Commissioner Gayle Cameron
Commissioner James F. McHugh
Commissioner Bruce Stebbins
Commissioner Enrique Zuniga

Clicking on the time posted in the margin will link directly to the appropriate section of the video.

Call to Order

See transcript page 2

[10:28 a.m.](#) Chairman Crosby called to order the 148th Commission Meeting. Chairman Crosby noted that the next Commission Meeting will be held at the Hynes Convention Center.

Approval of the Minutes

See transcript pages 2-3

[10:28 a.m.](#) *Commissioner McHugh moved for the approval of the March 19, 2015 minutes with reservation of power to change mechanical and typographical errors. Motion seconded by Commissioner Stebbins. Motion passed unanimously.*

Other Business Not Reasonably Anticipated

See transcript page 3-5

[10:30 a.m.](#) Chairman Crosby and Commissioner McHugh addressed the Wynn and MBTA land transfer and MEPA process.

Administration

See transcript pages 5-55

- [10:31 a.m.](#) Director Rick Day and Commissioner McHugh acknowledged staff Attorney Danielle Holmes' contributions to the Massachusetts Gaming Commission and reported that she will be leaving the office to work with the New York Racing and Gaming Commission.
- [10:34 a.m.](#) Director Day presented an administrative update which included the following: lease proposal from UMass in Springfield for temporary office space, consultant findings pertaining to Region C market, tribal land in trust application status, receipt of letters pertaining to Region C and Region C schedule recommendation.
- [10:39 a.m.](#) Chairman Crosby opened the discussion on the RFA-1 schedule extension and reevaluation of economic and tribal circumstances in Region C.
- [10:40 a.m.](#) Guy Michael and Robert Carroll, representing Michael & Carroll, presented an overview of the tribal circumstances in Region C, the Bureau of Indian Affairs and land in trust applications, relevant court cases and recommendation to proceed with commercial application in Region C.
- [11:05 a.m.](#) Chairman Crosby reported on the letter from the Commission to the U.S. Department of Interior. Chairman Crosby also reported on his conversation with Assistant Secretary Kevin Washburn which revealed that no determination has been made on the Mashpee Wampanoag Tribe application, a determination date could not be estimated at this time and the application remains a high priority.
- [11:09 a.m.](#) Commissioner Zuniga presented an overview on findings from consultant HLT which concluded there are no changes in the Region C market from their initial assessment –the economics remain similar and there is a market for gaming in Region C.
- [11:17 a.m.](#) Chairman Crosby summarized an overview of the plan to move the Region C commercial application process.
- [11:23 a.m.](#) Director Day and Commissioners discussed RFA-2 application schedule and form adjustments.
- [11:29 a.m.](#) Chairman Crosby noted the Legislature adopted the Commission's recommendation on a proposed change to the tax law which moved the reporting requirement on winnings from a \$600 threshold to a \$1,200 threshold.
- [11:31 a.m.](#) The Commission took a short recess.
- [11:40 a.m.](#) The meeting resumed.

Research and Responsible Gaming

See transcript pages 55-122

- [11:40 a.m.](#) Director Mark Vander Linden, Debi LaPlante and Howard Shaffer, representing the Division on Addiction at the Cambridge Health Alliance, presented an overview of the responsible gaming evaluation plan for three initiatives: Play Management, Voluntary Self-Exclusion and GameSense.
- [12:26 p.m.](#) *Commissioner Zuniga moved that the Commission authorize staff to begin negotiations and enter into a contract with the Division on Addiction at the Cambridge Health Alliance relative to the evaluation plan of responsible gaming initiatives. A final contract is contingent on the approval of the Public Health Trust Fund Executive Committee. Motion seconded by Commissioner Cameron. Motion passed unanimously.*
- [12:28 p.m.](#) Director Vander Linden presented on initial requirements for Play Management on all electronic gaming machines during the test period at Plainridge Park Casino.
- [12:38 p.m.](#) *Commissioner Zuniga moved that the Commission approve the Play Management system requirements on electronic gaming machines as presented and discussed. Motion seconded by Commissioner Cameron. Motion passed unanimously.*
- [12:41 p.m.](#) Director Vander Linden presented an overview on GameSense marketing services procurement and MORE Advertising.
- [12:44 p.m.](#) Director of Communications Elaine Driscoll presented an overview of the GameSense marketing plan which includes brochures, website development, media buy and social media strategy to establish brand recognition.
- [12:46 p.m.](#) Director Vander Linden presented on the GameSense marketing budget.
- [12:47 p.m.](#) Donna Gittens, representing MORE Advertising, provided an overview of the media buys budget which includes cable, outdoor billboards and focus testing.
- [12:55 p.m.](#) *Commissioner Stebbins moved that the Commission authorize staff to enter into contract negotiations with MORE Advertising to implement the two-phase multi-channel branding awareness initiative designed to introduce GameSense to the Commonwealth. The final contract is contingent on the approval of the Public Health Trust Fund Executive Committee. Motion seconded by Commissioner Cameron. Motion passed unanimously.*
- [12:55 p.m.](#) The Commission recessed for lunch.
- [1:46 p.m.](#) The meeting resumed.

Investigation and Enforcement Division

See transcript pages 122-127

[1:47 p.m.](#) Director Karen Wells; Laura McAllister Cox, representing Greenberg Traurig; and Dean Hendrickson, representing JCM Global; presented on a petition for an exception of licensing as a gaming vendor primary by JCM American Corporation d/b/a JCM Global.

[1:51 p.m.](#) *Commissioner Stebbins moved that the Commission approve the petition for exception of licensing as a gaming vendor primary by JCM American Corporation d/b/a/ JCM Global for the work as stated in the adjoining petition. Motion seconded by Commissioner Zuniga. Motion passed unanimously.*

Workforce, Supplier and Diversity Development

See transcript pages 127-143

[1:53 p.m.](#) Director Jill Griffin; Vice President of Marketing Michele Collins and Vice President and General Manager Lance George, representing Plainridge Park Casino; presented an overview of the Penn National Gaming Marketing and Hospitality Plan which included: collaboration with the MA Office of Travel and Tourism, identification of target regions, tourism kiosk, reward cards, cross market and media promotions, and partnerships with local attractions, bus tour operators, area restaurants and hotels.

[2:09 p.m.](#) *Commissioner Stebbins moved that the Commission approve the marketing and hospitality plan as presented by Plainridge Park Casino. Motion seconded by Commissioner Cameron. Motion passed unanimously.*

Information Technology Division

See transcript pages 143-155

[2:10 p.m.](#) Chief Information Officer John Glennon presented an update on the Gaming Technology Laboratory which included finalists for the Gaming Lab Director, operating model, physical space layout and personnel.

Legal Division

See transcript pages 155-164

[2:23 p.m.](#) General Counsel Catherine Blue presented on the proposed Record Retention Policy pertaining to schedules that determine how long to keep documents, which documents can be destroyed and retention schedule definitions; along with a request to send the policy to the State Archivist for consideration into the overall Commonwealth schedule.

[2:31 p.m.](#) *Commissioner McHugh moved that the Commission accept the record retention policy and authorize General Counsel Blue to send to the appropriate secretariat for approval the retention protocol document. Motion seconded by Commissioner Cameron. Motion passed unanimously.*

Investigation and Enforcement Division

See transcript pages 164-264

[2:34 p.m.](#) Deputy General Counsel Todd Grossman presented on draft 205 CMR 152 – Individuals Excluded from a Gaming Establishment which included: criteria for exclusion, duties of the IEB, exclusionary period, variance provision, forfeiture of winnings and prohibition of elected officials from host communities from gambling in a casino in their host community.

[2:53 p.m.](#) *Commissioner Stebbins moved that the Commission initiate the formal promulgation process for 205 CMR 152:00 – Individuals Excluded from a Gaming Establishment. Motion seconded by Commissioner Zuniga. Motion passed unanimously.*

[2:54 p.m.](#) Deputy General Counsel Grossman presented on draft 205 CMR 138 – Internal Controls which included highlights of changes and public comments received.

[4:12 p.m.](#) IEB Deputy Director Loretta Lillios and Gaming Agents Division Chief Bruce Band presented an update on draft regulation 205 CMR 146 – Gaming Equipment.

[4:19 p.m.](#) Commissioner Cameron and Director Wells discussed drug and human trafficking training.

[4:20 p.m.](#) Lance George, representing Penn National, presented on request for licensee name change (Springfield Gaming and Redevelopment, LLC).

[4:22 p.m.](#) *Commissioner McHugh moved that the petition for name change requested by the Springfield Redevelopment be allowed in the form contained in the packet conditioned upon the name change request being filed and approved by other appropriate regulatory authorities. Motion seconded by Commissioner Stebbins. Motion passed unanimously. (Motion was subsequently withdrawn)*

[4:23 p.m.](#) Director Wells presented an update on the issuance of four key gaming employee temporary licenses: Jeremy Howland, the VP of Finance at Penn National; Shannon Wells, the VP of Human Resources at Penn National; Michael Thoma, the VP of Operations at Penn National; and Michelle Collins, the VP of Marketing at Penn National. Director Wells also reported on the issuance of three temporary primary vendor licenses: Aristocrat Technologies, Inc., WMS Gaming, Inc. and Bally Gaming, Inc.

[4:25 p.m.](#) *Commissioner McHugh withdrew previous motion and moved that the Commission approve the change of the name Springfield Gaming and Redevelopment, LLC to Plainville Gaming and Redevelopment, LLC and the change of the name of the licensee's managing member Western Mass. Gaming Ventures, LLC to Massachusetts Gaming Ventures, LLC subject to the appropriate filings with the Delaware authorities and with the Commonwealth of Massachusetts Secretary of State. Motion seconded by Commissioner Stebbins. Motion passed unanimously.*

Other Business Not Reasonably Anticipated

See transcript page 264

[4:26 p.m.](#) *Having no further business, a motion to adjourn was made by Commissioner Cameron. Motion seconded by Commissioner Zuniga. Motion passed unanimously.*

List of Documents and Other Items Used

1. Massachusetts Gaming Commission April 2, 2015 Notice of Meeting and Agenda
2. Massachusetts Gaming Commission March 19, 2015 Draft Meeting Minutes
3. April 1, 2015 Memorandum from HLT Advisory Regarding Market Assessment – Region C
4. March 31, 2015 Letter from Brockton Mayor Carpenter Regarding Region C Casino
5. March 30, 2015 Letter from Donnelly & Clark Regarding Mass Gaming and Entertainment
6. March 27, 2015 Letter from Beauregard, Burke & Franco Regarding Region C Casino
7. Massachusetts Gaming Commission March 25, 2015 Letter to Assistant Secretary Washburn
8. Massachusetts Gaming Commission (Vander Linden) April 2, 2015 Memorandum Regarding Evaluation Services Procurement
9. Massachusetts Gaming Commission (Vander Linden) April 2, 2015 Memorandum Regarding Marketing and Advertising Services Procurement
10. Penn National Gaming Marketing & Hospitality Plan
11. MGC Gaming Technology Laboratory – Update April 2, 2015
12. Massachusetts Gaming Commission Record Retention Policy
13. 205 CMR 152 Individuals Excluded from a Gaming Establishment - DRAFT
14. 205 CMR 138 Uniform Standards of Accounting Procedures and Internal Controls -DRAFT
15. 205 CMR 146 Gaming Equipment - DRAFT
16. March 27, 2015 Letter from Office of the Attorney General Regarding Internal Controls, Consumer Protection Regulations & Additional Gaming Issues
17. November 17, 2014 Letter from Brown Rudnick Regarding Blue Tarp Redevelopment Comments on Proposed Gaming Equipment Regulations
18. November 13, 2014 Letter from Wynn Resorts Regarding 205 CMR 138 and 146
19. Petition of JCM American Corporation for Exception of Licensing as a Gaming Vendor Primary
20. February 2, 2015 Letter from Penn National Regarding Name Change Request
21. Massachusetts Gaming Commission (Karen Wells) April 2, 2015 Memorandum Regarding Temporary Primary Vendor and Temporary Key Gaming Employee Licenses

/s/ Catherine Blue
Catherine Blue
Assistant Secretary