

**SOUTH CAROLINA EDUCATION LOTTERY
BOARD OF COMMISSIONERS
SPECIAL MEETING MINUTES
March 12, 2025
3:00 p.m.**

The Board of Commissioners of the South Carolina Education Lottery (SCEL) met on Wednesday, March 12, 2025, at 1333 Main Street, Columbia, South Carolina, Fourth Floor Conference Room, with the following members participating:

Sam Litchfield, Chairman
Keith Munson, Secretary/Treasurer
Billy Newsome

Jay Young
Patrick Earle
Dr. Vareva Evans-Harris

The Chairman called the meeting to order at 3:06 p.m. and thanked everyone for attending. He stated that this special meeting is to address several action items discussed at the February meeting. However, there was concern that there may have been an issue with establishing a quorum.

Approval of Minutes

On motion of Commissioner Munson, seconded by Commissioner Earle, the Board approved the December 4, 2024 Minutes unanimously.

Action Items

a. Quarterly Advertising and Marketing Review

The Chairman stated that the quarterly advertising materials were shared with each member earlier in the week. He then asked if any member had any questions about those materials. Hearing no questions, the Chairman requested, without objection, that the minutes reflect:

It is the consensus of the Board that the advertising presented did not and does not target with the intent to exploit specific ethnic groups or economic classes of people, and that the content is accurate and not misleading.

b. Media Buy Plan for FY26

The Chairman recognized Josh Whiteside, Chief Marketing Officer, to answer any questions regarding the Media Buy Plan, a summary of which was shared with the members by email earlier in the week. In response to a question from Commissioner Harris, Mr. Whiteside stated that the advertising plan involved in-state advertising even though there could be some incidental carryover into border communities out of state such as Charlotte and Asheville. There being no additional questions, the Chairman entertained a motion by Commissioner Newsome, seconded by Commissioner Earle, to approve the Media Buy Plan for FY26. The motion passed unanimously.

Other Business

The Chairman noted that the next Board meeting would be on May 7, 2025. There being no further business, the meeting adjourned at approximately 3:10 p.m.

/s/
Sam Litchfield, Chairman

/s/
Keith Munson, Secretary/Treasurer

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 providing the time, date, place, and agenda of the meeting.