

**North Carolina Education Lottery  
Commission Meeting  
Webex Video Conference**

**Meeting Minutes**  
Thursday, April 22, 2021

*Commissioners in Attendance:*

Brad Adcock  
Morgan Beam  
Nigel Long  
Randy Jones  
Nick Picerno  
Jason Roth  
Jody Tyson  
Pam Whitaker  
Randy Jones

*Absent:* Chris Shew

*Staff in Attendance:*

Mark Michalko	Daniel Rose
Randy Spielman	Billy Traurig
Hayden Bauguess	Joe Cosgriff
Frank Suarez	Joseph Norman
Bill Jourdain	George Walker
Walter Ingram	Tammi Wiggs
Reggie Barnes	David Nelms
Amanda West	Mike Suggs
Stacy Askew	Tony Chung

*Other Participants:* Benjamin T. Spangler, Assistant Attorney General

*The NCEL Commission held a Webex video conference meeting on Thursday, April 22, 2021 at 10:00am.*

Chairman Brad Adcock called the meeting to order and welcomed members and attendees.

Roll Call of joining commission members.

Billy Traurig, Chief Legal Officer, read remote meeting announcements.

**Brand Management Update**

Frank Suarez, Deputy Executive Director of Brand Management & Communication, presented the change in the current advertising agency contract with Wunderman Thompson, Atlanta. The agency has had changes in leadership and they have decided to opt out of the current contract, ending on June 7, 2021. Because of the impending changes, NCEL will begin the RFP process for identifying a new agency.

Mr. Suarez reviewed the following creative agency RFP timeline:

- Commission Update April 22, 2021
- Contact Potential Bidders April 22, 2021 – May 16, 2021
- RFP Issuance Date May 17, 2021
- Submission of Phase I Questions May 25, 2021
- Phase I Answers Posted June 2, 2021
- Deadline for Phase I Proposals June 14, 2021
- Phase II Potential Contractors Notified June 22, 2021
- Submission of Phase II Questions July 9, 2021
- Phase II Answers Posted July 16, 2021
- Phase II Phone Question Session July 19, 2021
- Deadline for Phase II Proposals August 19, 2021
- Phase II Presentations August 25-27, 2021
- Recommendation to Commission September 21, 2021

Mr. Suarez also reviewed the transition plan:

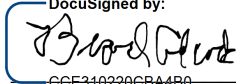
- Review and Adjust Near-Term Advertising Production Plan
- Develop Short-Term Scope of Work
- Utilize Existing Agency Agreement with Spurrier Group (Media Agency)
- Update RFP and Begin Agency Contacts
- Release RFP
- Select Agency and Onboard

### Discussion

- The size of the current contract with Wunderman Thompson is about \$2.8 million.
- Diversity with minority businesses is included in the RFP process (built into the scoring system)
- There will not be a negative impact to the anticipated budget or the quality of completed projects during the transition between agencies.
- Wunderman used their 60-termination clause to end the contract with NCEL
- Mark will work with staff to put together a team to monitor the RFP evaluation process

### Meeting Adjourn

With no other business to discuss, the meeting was adjourned at 10:30am.

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Chairman

8/10/2021

Date