

## THE STATE HORSE RACING COMMISSION MEETING MINUTES

**OCTOBER 26, 2021**

*A public business meeting of The State Horse Racing Commission was held at the following date, place and time: In-Person PDA Room 309 and Via Telephonic Conference Call on Tuesday, October 26, 2021 at 1:00 P.M.*

*Commissioners in attendance: Chairman Redding, Darryl Breniser, Salvatore DeBunda, Dr. John Egloff, Thomas Ellis, Robert Lark, C. Edward Rogers, Michele Ruddy and Dr. Corrinne Sweeney. Also present were Commission Counsel Jorge Augusto and Marija Kuren. Russell Jones was not in attendance.*

### **ANNOUNCEMENTS**

A quorum of the Commission being present, Chairman Redding called the meeting to order. Chairman Redding noted that the meeting was properly advertised in accordance with the Sunshine Law. By way of notice, the Commission conducted an executive session to engage in quasi-judicial deliberation to be adjudicated at the public meeting and engaged in attorney client privilege communication.

Chairman Redding welcomed everyone.

### **PUBLIC MEETING**

**1.) MINUTES OF THE September 28, 2021 Meeting** as emailed to the Commissioners for their review in advance of the meeting.

**Motion By:** Commissioner Lark  
**Second By:** Commissioner DeBunda  
**Decision:** Passed by unanimous vote as amended by Commissioner Ellis and Commissioner Rogers.

**2.) Minutes of the September 13, 2021 Special Budget Meeting** as emailed to the Commissioners for their review in advance of the meeting.

**Motion By:** Commissioner Sweeney  
**Second By:** Commissioner Rogers  
**Decision:** Passed by unanimous vote.

### **PRESENTATIONS**

**3.) RACING FUND SEPTEMBER FINANCIAL REPORT** – presented by Tracee Gotwalt. Ms. Gotwalt provided a detailed financial analysis of the State Racing Fund, Commission and Testing Revenues and Expenses, Promotional Expenditures, a Comparative to FY 20/21 and an overview of the Breed-specific funds for the month of September.

**4.) MSOA Marketing Report** - presented by Jennifer Miele and Dawnelle Mock. Ms. Mock discussed the methods and efforts undertaken to build the “watch & wager” brand. The MSOA has focused on advertising on the web site, “in-app” and digital advertising. The

target group has been focused on individuals who wager on sports. The goal for 2022 would be to continue to focus on the sports wagerer and blend in targeting patrons who attend the races. Ms. Miele reviewed the 2021 metrics citing many positive trends in their social media targeting. In addition, they discussed their positive partnerships with the PHRA and the casino team at the Meadows.

**5.) Pa HBPA Marketing Report** - presented by Todd Mostoller and Stu Kirshenbaum. The HBPA goal was to focus on the health & welfare of the horse and rider, the industry as a job creator, and to promote the entertainment factor. This was accomplished through a digital broadcast ad campaign with significant media coverage both nationally and regionally. The goal for 2022 would be to "return to normal." PA HBPA will begin to fully implement their brand-building and image-enhancing strategies across a variety of platforms.

### **ADMINISTRATIVE ACTIONS**

#### **6.) Motion to approve the Simulcast Calendars for November 2021 for Harrah's Philadelphia, Mohegan Sun at Pocono Downs and The Meadows.**

**Motion By:** Commissioner Breniser  
**Second By:** Commissioner Rogers  
**Decision:** Passed by unanimous vote.

#### **7.) Motion to approve the Simulcast Calendars for November 2021 for Parx, Penn National and Presque Isle Downs.**

**Motion By:** Commissioner DeBunda  
**Second By:** Commissioner Lark  
**Decision:** Passed by unanimous vote.

### **LICENSING**

#### **8.) Motion to approve the annual Racing Vendors licensing renewals for the following organizations:**

- 2021-22 - ODS Technologies d/b/a TVG Network
- 2021-23 - Gaming and Leisure Properties, Inc.
- 2021-24 - International Sound Corporation
- 2021-25 - Roberts Communications Network, LLC
- 2021-26 - Xpressbet, LLC
- 2021-27 - ebet Technologies, Inc
- 2021-28 - PENN ADW, LLC
- 2021-29 - Sportech Racing, LLC
- 2021-30 - VICI Properties, Inc
- 2021-31 - Axcis Information Network, Inc

**Motion By:** Commissioner Sweeney

**Second By:** Commissioner Rogers  
**Decision:** Passed by unanimous vote.

**Motion to approve the annual Totalisator licensing renewals for the following organizations:**

- 2021-33 - AmTote International Inc.
- 2021-34 - Sportech Racing, LLC
- 2021-35 - United Tote Company

**Motion By:** Commissioner Ellis  
**Second By:** Commissioner Ruddy  
**Decision:** Passed by unanimous vote.

**Motion to approve the annual SPMO licensing renewal for NYRABets, LLC (Docket No. 2021-37).**

**Motion By:** Commissioner Lark  
**Second By:** Commissioner Breniser  
**Decision:** Passed by unanimous vote.

**INDUSTRY REPORTS**

**9.) General Reports**

Director Salerno recognized the following Industry participants for their reports:

- Scott Lishia, Meadows, updated the Commission on the status of the drivers and horses involved in the accident on September 28, 2021. The Meadows is formulating their 2022 racing and promotion plans and is optimistic that a return to normal will occur.
- Mike Zullinger, Mohegan Sun Pocono Downs, advised the Commission that the live racing season concludes Saturday and expressed thanks to all parties who made the year a success. Mr. Zullinger reported increases compared to 2019 and looking forward to a successful 2022.
- Matt Ennis, Presque Isle Downs, informed the Commission that the Presque Isle live meet concluded on October 21<sup>st</sup>. He reported that the handle numbers were positive for the abbreviated live meet and looking forward to 2022. Mr. Ennis reported that PID suffered no racing or training fatalities. He believed that was due to the Tapeta surface.
- Joe Wilson, Parx, had nothing new to report at this time but responded to questions from the Commission. Mr Wilson responded to Commissioner DeBunda's inquiry regarding the "Smarty Jones" exhibit at Parx. The track, Commissioner DeBunda and Ashley Eisenbeil are working with Ms. Chapman to catalog items for the exhibit. Commissioner Jones inquired as to Parx's position regarding Equibase's new GPS timing system. Mr. Wilson stated that he supported the new system but Parx had been working with Trakus on a

system. The timing system had some significant issues that needed to be resolved prior to implementation.

- Barry Brown, Harrah's Philadelphia, advised the Commission that two months remain in the live racing season. Harrah's is planning to return to its four day a week schedule for the balance of the year. The track is on target to have a record season. Harrah's is setting new handle records.
- Eric Johnston, Penn National, deferred to Chris McErlean to report on the status of the Equibase Timing system. Mr. McErlean reported Penn National has been using the system for 18 months. The accuracy has some challenges and requires some adjustment, but it provides great opportunities. In addition, he reported on the new video board and its capabilities at Penn.
- Kim Hankins, MSOA, thanked Jen Miele and Dawnelle Mock on their successful marketing efforts and campaigns.
- Todd Mostoller, PA HBPA echoed Matt Ennis report on no breakdowns at PID. He believes it is a testament to the Tapeta racing surface.

## **10.) PUBLIC COMMENT**

No public comment was submitted.

## **11.) NOTICE**

Legal Counsel Augusto provided notice that the Commission received the annual Racing Vendor Renewal from American Teletimer for review. Persons interested in intervening in the above matters may file an appropriate Petition to Intervene with the Commission within 30 days of this notice in accordance with the Commission's regulations.

## **ANNOUNCEMENTS**

Chairperson Redding announced that the next meeting will be held on Tuesday, November 30, 2021. The Meeting location is to be determined.

- Executive Session      11:00 A.M.
- Regular Session        1:00 P.M.

## **ADJOURNMENT**

The meeting was adjourned at 2:22 P.M.

Respectfully submitted,

Thomas F. Chuckas Jr.  
Bureau Director

Bureau of Thoroughbred Horse Racing

Anthony Salerno

Bureau Director

Bureau of Standardbred Racing