LGCB Board of Directors Meeting, (Pages 1:1 to 111:24) 1:1 LOUISIANA GAMING CONTROL BOARD 4 BOARD OF DIRECTORS' MEETING Tuesday, February 23, 2010 Louisiana State Capitol Senate Room E Baton Rouge, Louisiana TIME: 10:00 A.M. 1 APPEARANCES:

3 DANE K. MORGAN

4 Chairman

5

- 6 MAJOR CLAUDE MERCER
- 7 Vice-Chairman
- 8
- 9 VELMA ROGERS
- 10 Board Member

11

- 12 AYRES BRADFORD
- 13 Board Member

14

- 15 ROBERT G. JONES
- 16 Board Member
- 17
- 18 MARK STIPE
- 19 Board Member

20

- 21 JERRY JUNEAU
- 22 Board Member
- 23
- 24 JAMES SINGLETON
- 25 Board Member

- 1 APPEARANCES CONTINUED:
- 2
- 3 JACKIE J. BERTHELOT
- 4 Board Member
- 5

| 6 | MAJ | OR MIKE NOEL, L.S.P. | | | |
|----|------|--------------------------------|------|----|---|
| 7 | Ex-C | Officio Board Member | | | |
| 8 | | | | | |
| 9 | EAR | L MILLET | | | |
| 10 | Ex-0 | Officio Board Member | | | |
| 11 | | | | | |
| 12 | LAN | IA TRAMONTE | | | |
| 13 | Exe | cutive Assistant to the Chairm | an | | |
| 14 | | | | | |
| 15 | REP | PORTED BY: | | | |
| 16 | SHE | ELLEY G. PAROLA, CSR, RPR | | | |
| 17 | | | | | |
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| 25 | | | | | |
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| 2 | Ι. | CALL TO ORDER | 6 | | |
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| 13 (transfer of interest) 24 |
| 14 2. In Re: Riverbend Truckstops & |
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- 13 Bar 2600111964; 717 Granite,
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- 16 City, L.L.C., d/b/a The Hangar
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- 25

6

1 I. CALL TO ORDER

2 CHAIRMAN MORGAN: Morning, folks. 3 Call the roll, please. 4 THE CLERK: Chairman Morgan? 5 CHAIRMAN MORGAN: Here. 6 THE CLERK: Major Mercer? 7 MAJOR MERCER: Here. 8 THE CLERK: Miss Rogers? 9 MS. ROGERS: Here. 10 THE CLERK: Mr. Bradford? 11 MR. BRADFORD: Here. 12 THE CLERK: Mr. Jones? 13 MR. JONES: Here. 14 THE CLERK: Mr. Stipe?

| 15 | MR. STIPE: Here. |
|----|---|
| 16 | THE CLERK: Mr. Juneau? |
| 17 | MR. JUNEAU: Here. |
| 18 | THE CLERK: Mr. Singleton? |
| 19 | MR. SINGLETON: Here. |
| 20 | THE CLERK: Mr. Berthelot? |
| 21 | MR. BERTHELOT: Here. |
| 22 | THE CLERK: Colonel Edmonson? |
| 23 | MAJOR NOEL: Major Noel for Colonel |
| 24 | Edmonson. |
| 25 | THE CLERK: Secretary Bridges? |
| | 7 |
| 1 | SECRETARY BRIDGES: [No response.] |
| 2 | II. COMMENTS FROM THE CHAIR |
| 3 | CHAIRMAN MORGAN: Okay. We have a |
| 4 | quorum. Item II is Comments from the |
| 5 | Chair, and the only really thing I have |
| 6 | is Paul, are you here, Paul West? I |
| 7 | believe you have some very bright law |
| 8 | students here from LSU. Glad to have |
| 9 | you. We're glad to have you, and |
| 10 | hopefully you'll earn something. |
| 11 | III. APPROVAL OF MINUTES |
| 12 | CHAIRMAN MORGAN: Okay. Item III is |
| 13 | Approval of the Minutes. Have you had |
| 14 | an opportunity to review the minutes? |
| 15 | If so, are there any questions? |
| 16 | MR. SINGLETON: Move we approve the |
| 17 | minutes. |

| 19 | CHAIRMAN MORGAN: Moved by |
|----|--|
| 20 | Mr. Singleton to approve, seconded by |
| 21 | Mr. Juneau. Is there any objection? |
| 22 | (No response.) Hearing none, the |
| 23 | minutes are approved. |
| 24 | IV. REVENUE REPORTS |
| 25 | CHAIRMAN MORGAN: Item IV, Revenue |
| | 8 |
| 1 | Reports. |
| 2 | MS. JACKSON: Morning, Mr. Chairman, |
| 3 | Board Members. My name is Donna Jackson |
| 4 | with the Louisiana State Police Gaming |
| 5 | Audit Section. The riverboat revenue |
| 6 | report for January 2010 is shown on page |
| 7 | one of your handout. |
| 8 | During January, the 13 operating |
| 9 | riverboats generated adjusted gross |
| 10 | receipts of \$131,236,279, a minimal |
| 11 | decrease of \$45,000 from last month and |
| 12 | a \$22 million or 14 percent decrease |
| 13 | from January 2009. Adjusted gross |
| 14 | receipts for fiscal year 2009-2010 to |
| 15 | date a \$943 million, a decrease of nine |
| 16 | percent or almost \$91 million from |
| 17 | fiscal year 2008-2009. |
| 18 | During January, the State collected |
| 19 | fees of \$28 million. As of January |
| 20 | 31st, 2010, the State has collected just |

MR. JUNEAU: Second.

| 21 | under \$203 million in fees for fiscal |
|----|---|
| 22 | year 2009-2010, a \$19.5 million decrease |
| 23 | from last fiscal year. |
| 24 | Next is a summary of the |
| 25 | January 2010 gaming activity for |
| | 9 |
| 1 | Harrah's New Orleans found on page |
| 2 | three. During January, Harrah's |
| 3 | generated \$26,981,839 in gross gaming |
| 4 | revenue, a decrease from last month of |
| 5 | 13 percent or almost \$4 million, and a |
| 6 | decrease of 14 percent or \$4.4 million |
| 7 | from last January. Fiscal year to date |
| 8 | gaming revenues for 2009-2010, are |
| 9 | \$199.6 million, down \$14 million or |
| 10 | 7 percent from last fiscal year. During |
| 11 | January, the State received \$5,095,890 |
| 12 | in minimum daily payments. As of |
| 13 | January 31st, 2010, the State has |
| 14 | collected over \$35 million in fees for |
| 15 | fiscal year 2009-2010. |
| 16 | Slots at the Racetracks revenues are |
| 17 | shown on page four. During January, the |
| 18 | four racetrack facilities combined |
| 19 | generated adjusted gross receipts of |
| 20 | \$31,477,820, an increase of 4.6 percent |
| 21 | or \$1.4 million from last year, but a |
| 22 | 16 percent or \$6 million decrease from |
| 23 | January 2009. Adjusted gross receipts |

| 24 | for fiscal year 2009-2010 to date, |
|----|---|
| 25 | \$219.6 million, a decrease of 6 percent |
| | 10 |
| 1 | or \$13 million from fiscal year |
| 2 | 2009-2010. |
| 3 | During January, the State collected |
| 4 | fees totaling \$4.8 million. As of |
| 5 | January 31st, 2010, the State has |
| 6 | collected \$33 million in fees for fiscal |
| 7 | year 2009-2010. |
| 8 | As information, I have the number of |
| 9 | electronic gaming devices and table game |
| 10 | statewide. These statistics are current |
| 11 | as of December 31st, 2009. The 13 |
| 12 | riverboats have 15,003 machines in |
| 13 | operation. Harrah's New Orleans has |
| 14 | 2,055 machines, and the four racinos |
| 15 | have 4,791 machines for a total of |
| 16 | 21,849 electronic gaming devices. The |
| 17 | riverboats and landbased casino also |
| 18 | have a total of 613 table game. |
| 19 | Are there any questions? |
| 20 | MS. ROGERS: The New Orleans |
| 21 | Fairgrounds seems to be leveling off. |
| 22 | MS. JACKSON: Well, they've been in |
| 23 | their permanent facility for over a year |
| 24 | now. You know, for a while, they were |
| 25 | comparing to the smaller facilities, so. |
| | |

| 1 | CHAIRMAN MORGAN: Any other |
|----|--|
| 2 | questions? I ask this every meeting |
| 3 | almost. I assume we're following the |
| 4 | nationwide trend continuing? |
| 5 | MS. JACKSON: Yes. I did check a |
| 6 | couple of other jurisdictions. |
| 7 | Mississippi was down 11 percent; |
| 8 | Missouri 7 percent; New Jersey not so |
| 9 | comparable to us, but they were down |
| 10 | 8.5 percent for January. |
| 11 | CHAIRMAN MORGAN: Okay. Thank you, |
| 12 | Video. |
| 13 | MR. BOSSIER: Morning Chairman |
| 14 | Morgan and Board Members. My name is |
| 15 | Jim Bossier with the Louisiana State |
| 16 | Police Gaming Audit Section. I'm |
| 17 | reporting video gaming information for |
| 18 | January 2010 as shown on page one of |
| 19 | your handout. |
| 20 | Eighteen new licenses were issued |
| 21 | during January: 11 bars and 7 |
| 22 | restaurants. 14 applications are |
| 23 | currently pending in the field: 8 bars |
| 24 | and 6 restaurants. During January 2010, |
| 25 | the gaming enforcement Division assessed |
| | 12 |
| 1 | \$3,286 and collected \$10,500 in |
| 2 | penalties. There are currently \$2,000 |
| 3 | in outstanding penalties. Please refer |

| 4 | to page two of your handout. |
|----|---|
| 5 | There are presently 14,818 video |
| 6 | gaming devices activated at 2,290 |
| 7 | locations. Net device revenue for |
| 8 | January 2010 was \$48,840,873, a |
| 9 | \$2.3 million decrease or 4.6 percent |
| 10 | when compared to net device revenue for |
| 11 | December 2010, and a \$10 million |
| 12 | decrease or 17.1 percent when compared |
| 13 | to January 2009. Net device revenue for |
| 14 | fiscal year 2010 to date was |
| 15 | \$344,060,777, a \$49.6 million decrease |
| 16 | or 12.6 percent when compared to net |
| 17 | device revenue for fiscal year 2009. |
| 18 | Please refer to page three of your |
| 19 | handout. |
| 20 | Total franchise fees collected for |
| 21 | January 2010, were \$14,567,256, a |
| 22 | \$708,000 decrease when compared to |
| 23 | December 2009, and a \$3 million decrease |
| 24 | when compared to January 2009. Total |
| 25 | franchise fees collected for fiscal year |
| | 13 |
| 1 | 2010 to date are \$102,475,896, a |
| 2 | \$14.5 million or 12.4 percent decrease |
| 3 | when compared to last year's franchise |
| 4 | fees. A comparison of franchise fees is |
| 5 | shown on page four of your handout. |
| 6 | Does anybody have any questions? |
| | |

| 7 | CHAIRMAN MORGAN: Any questions? |
|----|--|
| 8 | Mr. Stipe. |
| 9 | MR. STIPE: Did we have a spike in |
| 10 | locations and devices for this month? |
| 11 | I mean, statistically it looked higher |
| 12 | to me. Am I wrong or |
| 13 | MR. BOSSIER: No, sir. I haven't |
| 14 | analyzed that data, but I can |
| 15 | MR. STIPE: All right. |
| 16 | CHAIRMAN MORGAN: Any questions? |
| 17 | MS. ROGERS: It seems that people |
| 18 | are eating less, but they're not |
| 19 | drinking less or video poker usage less, |
| 20 | right? |
| 21 | MR. BOSSIER: Ma'am? |
| 22 | MS. ROGERS: I said, people are |
| 23 | eating less, but they're not using the |
| 24 | video poker. That's interesting. |
| 25 | V. COMPLIANCE REPORTS |
| | 14 |
| 1 | CHAIRMAN MORGAN: Thank you. Item |
| 2 | V, Compliance Reports. Before we start, |
| 3 | I had staff prepare this matrix for you, |
| 4 | which hopefully is easier to read. I |
| 5 | don't know if that's going to throw you |
| 6 | off, having this; but you go through |
| 7 | your presentation, and if we have any |
| 8 | questions. Thank you. |
| 9 | MS. BROWN: Morning, Chairman |

| 10 | Morgan, Board Members. I'm Assistant |
|----|--|
| 11 | Attorney General, Mesa Brown. I'm |
| 12 | presenting the staff report on riverboat |
| 13 | casino licensees' compliance with |
| 14 | voluntary employment and procurement |
| 15 | conditions for the fourth quarter of |
| 16 | 2009. The fourth quarter reports were |
| 17 | taken from figures reported by 13 of the |
| 18 | 15 operating riverboats to the Louisiana |
| 19 | Gaming Control Board. |
| 20 | In the fourth quarter of 2009, |
| 21 | approximately 12,923 people were |
| 22 | employed by the riverboat industry. Of |
| 23 | that number, 12,677 were Louisiana |
| 24 | residents; 7,835 were minorities, and |
| 25 | 7,241 were women. I'll begin by saying |
| | 15 |
| 1 | that one licensee, Sam's Town Hotel & |
| 2 | Casino, achieved total compliance. |
| 3 | Next I'll move on to total |
| 4 | employment. All licensees either met or |
| 5 | exceeded their voluntary conditions of |
| 6 | total employment with the exception of |
| 7 | four casinos. They are Belle of Baton |
| 8 | Rouge, and they achieved 788 out of a |
| 9 | goal of 800; Isle of Capri Grand Palais |
| 10 | achieved 428 out of a goal of 520; |
| 11 | Boomtown Bossier achieved 720 out of a |
| 12 | goal of 775; and Eldorado achieved 1,355 |
| | |

| 13 | out of a goal of 1,500. |
|----|-------------------------|
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| | - |
|----|--|
| 14 | In the subcategories under the main |
| 15 | category of employment, all licensees |
| 16 | either met or exceeded their goal with |
| 17 | the exception of one casino. Hollywood |
| 18 | Casino fell short of its female goal by |
| 19 | achieving 48.54 percent out of a goal of |
| 20 | 51.86 percent. |
| 21 | Next I'll address procurement. The |
| 22 | licensees are grouped according to three |
| 23 | subcategories which appear in your |
| 24 | report. They're Louisiana procurement, |
| 25 | minority and women procurement. With |
| | 16 |
| 1 | regards to Louisiana procurement, ten |
| 2 | licensees did not achieve compliance |
| 3 | with their voluntary conditions. They |
| 4 | are Diamond Jacks Casino & Resort; they |
| 5 | achieved 63.26 out of 75 percent; |
| 6 | Horseshoe Casino & Hotel achieved 48 out |
| 7 | of 75 percent; Boomtown Casino West Bank |
| 8 | achieved 73.35 out of 80 percent; Belle |
| 9 | of Baton Rouge achieved 64.47 out of |
| 10 | 75 percent; Hollywood Casino achieved |
| 11 | 65.19 out of 80 percent; Amelia Belle |
| 12 | achieved 39.83 out of 80 percent; Grand |
| 13 | Palais Isle of Capri achieved 85 out of |
| 14 | 90 percent; Boomtown, 56 out of 80 |
| 15 | percent; Eldorado, 55 out of 60 percent; |
| | |

| 16 | and L'auberge du Lac Hotel & Casino, |
|----|--|
| 17 | 62.20 out of 80 percent. |
| 18 | With regards to minority |
| 19 | procurement, seven licensees did not |
| 20 | achieve compliance with their voluntary |
| 21 | conditions. They are Horseshoe Casino & |
| 22 | Hotel who achieved ten out of |
| 23 | 35 percent; Treasure Chest Casino, 11.5 |
| 24 | out of 15; Amelia Belle, 2.59 out of 30; |
| 25 | Isle of Capri, 4.27 with construction, |
| | 17 |
| 1 | 4.76 without construction out of 10 |
| 2 | percent; Eldorado, 17 out of 25 percent; |
| 3 | Boomtown West Bank, 13.49 out of |
| 4 | 15 percent; Belle of Baton Rouge, 13.38 |
| 5 | out of 15 percent. |
| 6 | With regards to women procurement, |
| 7 | four licensees did not achieve |
| 8 | compliance with their voluntary |
| 9 | conditions. They are Horseshoe Casino & |
| 10 | Hotel who achieved 21 out of 35; Isle of |
| 11 | Capri Grand Palais, three out of |
| 12 | 8 percent; Belle of Baton Rouge Casino, |
| 13 | 13.77 out of 15 percent; and Amelia |
| 14 | Belle Casino 8.47 out of 10 percent. |
| 15 | Are there any questions? |
| 16 | CHAIRMAN MORGAN: Are there any |
| 17 | questions for Miss Brown? |
| 18 | MR. SINGLETON: Do you do this every |

| 19 | month? |
|----|--|
| 20 | MS. BROWN: Every quarter, yes, sir. |
| 21 | MR. SINGLETON: How would you say |
| 22 | this quarter compared to last quarter |
| 23 | from just what you can remember from |
| 24 | now? |
| 25 | MS. BROWN: Well, some of the |
| | 18 |
| 1 | licensees actually improved in some |
| 2 | categories, and then you had some |
| 3 | numbers that were lower. It just really |
| 4 | kind of varies from licensee to licensee |
| 5 | and from subcategory. |
| 6 | MR. SINGLETON: I understand all of |
| 7 | this is supposed to be on voluntary |
| 8 | basis? |
| 9 | MS. BROWN: That's correct. |
| 10 | MR. SINGLETON: But do the companies |
| 11 | themselves submit what their goals will |
| 12 | be? |
| 13 | MS. BROWN: They you mean |
| 14 | initially |
| 15 | MR. SINGLETON: Yeah. |
| 16 | MS. BROWN: when they apply for |
| 17 | their license? They submitted their |
| 18 | conditions. |
| 19 | MR. SINGLETON: So they were |
| 20 | voluntary, but they submitted them. |
| 21 | MS. BROWN: Yes. |

| 22 | MR. SINGLETON: I guess what my |
|----|---|
| 23 | concern is: When I look at some of |
| 24 | these, people are not even trying to |
| 25 | meet the goals, even though they were |
| | 19 |
| 1 | voluntary. They set them themselves, |
| 2 | and if the company set them, they ought |
| 3 | to be able to come close to the meeting |
| 4 | of those goals. And it just seems like |
| 5 | it's getting worse instead of better to |
| 6 | me in the little bit that I've had the |
| 7 | chance to look at them. |
| 8 | MS. BROWN: Yeah, some of the |
| 9 | numbers are low in some of the |
| 10 | categories, and in the questionnaires, |
| 11 | the licensees list challenges, within |
| 12 | the questionnaires, to which they're |
| 13 | faced, so. |
| 14 | MR. SINGLETON: Mr. Chairman, is it |
| 15 | possible that somewhere down the line |
| 16 | that we can start asking some of these |
| 17 | people to come in, maybe one here or |
| 18 | there, without too many just to give us |
| 19 | a report of why they're not meeting |
| 20 | their goals? |
| 21 | CHAIRMAN MORGAN: Absolutely. I |
| 22 | think there's some other underlying |
| 23 | factors. The reporting criteria has not |
| 24 | been followed by every licensee. I |
| | |

25 think it varied.

| 1 | So first, we need to make sure |
|----|--|
| 2 | everyone's reporting similar data, and |
| 3 | so the numbers you have might be skewed |
| 4 | somewhat because one might be reporting |
| 5 | differently than the other. That's one |
| 6 | issue that needs to be addressed, and we |
| 7 | as a board need to address that, so I |
| 8 | will work on that with the A.G.'s Office |
| 9 | and make sure we have that addressed |
| 10 | timely. |
| 11 | The other issue is the disparity |
| 12 | they are voluntary conditions, but as I |
| 13 | mentioned in previous board meetings, if |
| 14 | you look at the matrix we provided, just |
| 15 | at a glance at procurement in |
| 16 | Shreveport, it varies from 60 percent to |
| 17 | 80 percent for Louisiana procurement. I |
| 18 | think it's only fair to the industry |
| 19 | that we have a standard by which we |
| 20 | measure all at this point in the game. |
| 21 | I mean, they've been licensed for, some |
| 22 | of them, 15 years, so it just seems |
| 23 | appropriate that by geographic area we |
| 24 | come up with a standard. |
| 25 | I don't know where Mr. Duty is at, |
| | 21 |
| 1 | but he had sent a letter. Do you want |

| 2 | to come to the table and address it? He |
|----|--|
| 3 | had sent a letter to me, I think, first |
| 4 | of the year to have a meeting. I think |
| 5 | we're at the point now where we need to |
| 6 | further define what the reporting |
| 7 | categories are, and then lets measure |
| 8 | them. And I do agree that we ought to |
| 9 | call them forward, and they need to have |
| 10 | some solutions on how they're going to |
| 11 | meet their goals. |
| 12 | MR. DUTY: And that's essentially |
| 13 | the thrust of our letter. Wade Duty, |
| 14 | Executive Director of Louisiana Casino |
| 15 | Association. We had submitted a letter |
| 16 | to Chairman Morgan a couple weeks ago |
| 17 | outlining what we think are four or five |
| 18 | proposals that would help standardize |
| 19 | both the collection and reporting |
| 20 | process. |
| 21 | You are correct, Mr. Singleton, that |
| 22 | these goals were set by the companies; |
| 23 | however, in some instances they were set |
| 24 | 15 years, and Louisiana has changed |
| 25 | considerably over those 15 years. |
| | 22 |
| 1 | So some realignments may be |
| 2 | appropriate, but as Chairman Morgan |
| 3 | noted, clearly our first is to |
| 4 | standardize the data collection because |

| 5 | we've noticed that there are some |
|----|--|
| 6 | variances that have crept into the |
| 7 | system over the years. Miss Brown's |
| 8 | done an excellent job compiling of where |
| 9 | we are, and I think together we can come |
| 10 | up with some proposals that will help |
| 11 | move these numbers in the direction that |
| 12 | you're going to be happier with. |
| 13 | MR. SINGLETON: Harrah's landbased |
| 14 | is not on here. Is it somewhere else? |
| 15 | MS. BROWN: No. This is just |
| 16 | riverboat. |
| 17 | MR. DUTY: The landbased is unique. |
| 18 | MR. SINGLETON: We only have one? |
| 19 | MR. DUTY: Yes, sir. Because of the |
| 20 | contract arrangement with the State, |
| 21 | they have their own independent |
| 22 | procurement goals that are dealt with |
| 23 | separately from this process. |
| 24 | CHAIRMAN MORGAN: I think slots at |
| 25 | the track are taken a little bit |
| | 23 |
| 1 | different. |
| 2 | MR. SINGLETON: Well, I'm interested |
| 3 | in that one because I happened to be a |
| 4 | part of setting the goal back then, and |
| 5 | I want to know whether or not what |
| 5 | |
| 6 | they set. And it wasn't voluntary in |

| 8 | were saying that they had to meet, and |
|----|---|
| 9 | I'm just curious to know where they are |
| 10 | with them or whether they're meeting |
| 11 | those goals or not, if somebody could |
| 12 | provide those to me. |
| 13 | CHAIRMAN MORGAN: Mr. Gautreaux? |
| 14 | MR. GAUTREAUX: Harrah's has those |
| 15 | goals directly with the City, as you |
| 16 | pointed out, and they report those to |
| 17 | the City, and the City monitor's them. |
| 18 | MR. SINGLETON: Well, maybe I can go |
| 19 | to Senator Carnegie and get them. |
| 20 | MR. GAUTREAUX: Yeah. We get a cc |
| 21 | copy every time they report, and I'll |
| 22 | make sure next time we can get them we |
| 23 | can forward it on. |
| 24 | MR. SINGLETON: Okay, thank you. |
| 25 | CHAIRMAN MORGAN: Let's just have a |
| | 24 |
| 1 | presentation, and we'll set it on the |
| 2 | agenda to have a presentation. Anything |
| 3 | else? Thank you. |
| 4 | MS. BROWN: Thank you. |
| 5 | VI. VIDEO GAMING ISSUES |
| 6 | A. Consideration of the following |
| 7 | truckstop applications: |
| 8 | In Re: Big D. Truckstop, LLC, d/b/a |
| 9 | Wagin Cajun Casino of Duson - No. |
| 10 | 0109541 (transfer of interest) |

| 11 | CHAIRMAN MORGAN: Item VI, Video |
|----|---|
| 12 | Gaming, Consideration of truckstop |
| 13 | application, Big D Truckstop, LLC. |
| 14 | MR. PITRE: Morning, Chairman |
| 15 | Morgan, Board Members. I'm Assistant |
| 16 | Attorney General, Earl Pitre, Jr., |
| 17 | appearing before you in the matter of a |
| 18 | transfer by succession of a 40 percent |
| 19 | ownership interest in Simon Walker |
| 20 | Properties, LLC, the lessor of the |
| 21 | truckstop facility operated by Big D |
| 22 | Truckstop, LLC, doing business as Wagin |
| 23 | Cajun Casino of Duson. |
| 24 | April 10th, 2009, Stimpson Simon, a |
| 25 | member of lessor Simon Walker |
| | 25 |
| 1 | Properties, LLC, died. Prior to Mr. |
| 2 | Simon's death, Simon Walker Properties, |
| 3 | LLC, was owned 40 percent by him and |
| 4 | 60 percent by his sister, Brenda Simon |
| 5 | Walker. By last will and testament, |
| 6 | Mr. Simon left his interest in Simon |
| 7 | Walker Properties to his surviving |
| 8 | spouse, Jeanne DeBoisblanc Simon. |
| 9 | Simon Walker Properties, LLC, |
| 10 | receives a monthly based rent of \$3,000, |
| 11 | plus 5 percent of the first \$100,000 of |
| 12 | net device revenues, and ten percent of |
| 13 | the net device revenues exceeding |

| 14 | \$100,000. |
|----|------------|
| | |

| 15 | Senior Trooper Kevin Smith conducted |
|----|--|
| 16 | the investigation and will present the |
| 17 | Office of State Police's findings to the |
| 18 | Board. |
| 19 | SR. TROOPER SMITH: Morning, Mr. |
| 20 | Chairman, Members of the Board, Senior |
| 21 | Trooper Kevin Smith representing the |
| 22 | Louisiana State Police Gaming |
| 23 | Enforcement Division. |
| 24 | Miss Jeanne DeBoisblanc Simon |
| 25 | previously met suitability in connection |
| | 26 |
| 1 | with a Type 5 video draw poker gaming |
| 2 | license of Big D as the spouse of the |
| 3 | deceased. Upon notification of |
| 4 | Mr. Simon's death, I conducted an |
| 5 | updated suitability investigation of |
| 6 | Miss Simon and found no information that |
| 7 | would preclude Miss Simon from |
| 8 | participating in the gaming industry. |
| 9 | MR. PITRE: The Office of the |
| 10 | Attorney General has reviewed the file |
| 11 | compiled as a result of the |
| 12 | investigation conducted by the Office of |
| 13 | State Police. Our review indicates that |
| 14 | no information has been found which |
| 15 | would preclude Miss Jeanne DeBoisblanc |
| 16 | Simon from participating in the gaming |
| | |

| 17 | industry. |
|----|---|
| 18 | CHAIRMAN MORGAN: Okay. Were there |
| 19 | any questions of the Attorney General? |
| 20 | [No response.] Okay. Is there a motion |
| 21 | to approve the transfer of interest? |
| 22 | MAJOR MERCER: I so move. |
| 23 | MS. ROGERS: Second. |
| 24 | CHAIRMAN MORGAN: Motion by Major |
| 25 | Mercer, seconded by Miss Rogers. Take a |
| | 27 |
| 1 | roll call vote, please. |
| 2 | THE CLERK: Major Mercer? |
| 3 | MAJOR MERCER: Yes. |
| 4 | THE CLERK: Miss Rogers? |
| 5 | MS. ROGERS: Yes. |
| 6 | THE CLERK: Mr. Bradford? |
| 7 | MR. BRADFORD: Yes. |
| 8 | THE CLERK: Mr. Jones? |
| 9 | MR. JONES: Yes. |
| 10 | THE CLERK: Mr. Stipe? |
| 11 | MR. STIPE: Yes. |
| 12 | THE CLERK: Mr. Juneau? |
| 13 | MR. JUNEAU: Yes. |
| 14 | THE CLERK: Mr. Singleton? |
| 15 | MR. SINGLETON: Yes. |
| 16 | THE CLERK: Mr. Berthelot? |
| 17 | MR. BERTHELOT: Yes. |
| 18 | THE CLERK: Chairman Morgan? |
| 19 | CHAIRMAN MORGAN: Yes. It's |

| 20 | approved. |
|----|--|
| 21 | The Board received yesterday another |
| 22 | application for a truckstop, and we have |
| 23 | the staff copied the report, and we |
| 24 | have that in front of you. For us to |
| 25 | consider this matter, we need to amend |
| | 28 |
| 1 | the agenda, so we would need if you |
| 2 | wish to consider it, we need a motion to |
| 3 | amend the agenda to entertain |
| 4 | consideration for this application. |
| 5 | MR. BRADFORD: So moved. |
| 6 | MS. ROGERS: Second. |
| 7 | CHAIRMAN MORGAN: Moved by Mr. |
| 8 | Bradford, seconded by Miss Rogers to |
| 9 | amend the agenda. We need a two-third's |
| 10 | vote, a roll call. |
| 11 | THE CLERK: Major Mercer? |
| 12 | MAJOR MERCER: Yes. |
| 13 | THE CLERK: Miss Rogers? |
| 14 | MS. ROGERS: Yes. |
| 15 | THE CLERK: Mr. Bradford? |
| 16 | MR. BRADFORD: Yes. |
| 17 | THE CLERK: Mr. Jones? |
| 18 | MR. JONES: Yes. |
| 19 | THE CLERK: Mr. Stipe? |
| 20 | MR. STIPE: Yes. |
| 21 | THE CLERK: Mr. Juneau? |
| | |

22 MR. JUNEAU: Yes.

| 23 | THE CLERK: Mr. Singleton? |
|----|--|
| 24 | MR. SINGLETON: Yes. |
| 25 | THE CLERK: Mr. Berthelot? |
| | 29 |
| 1 | MR. BERTHELOT: Yes. |
| 2 | THE CLERK: Chairman Morgan? |
| 3 | CHAIRMAN MORGAN: Yes. So the |
| 4 | matter is before the Board, and you can |
| 5 | make your presentation. |
| 6 | 2. In Re: Riverbend Truckstops & Palace |
| 7 | Casino, Inc., d/b/a Sulphur Truckstop & |
| 8 | Casino, VGL # 1000515995 |
| 9 | MR. PITRE: Chairman Morgan, Board |
| 10 | Members, again, Earl Pitre, Jr., |
| 11 | Assistant Attorney General, in the |
| 12 | matter of Riverbend Truckstops & Palace |
| 13 | Casinos, Incorporated, doing business as |
| 14 | Sulphur Truckstop & Casinos. |
| 15 | The date of incorporation was |
| 16 | January 25th, 2000. The owners are |
| 17 | Frank Relan, Bennie Relan, James Koehler |
| 18 | and Nicky Nichols. There are also |
| 19 | revenue recipients: Damon Baldone with |
| 20 | ten percent, Michael Wahlder with ten |
| 21 | percent and Matthew Wellman with |
| 22 | 2.5 percent. |
| 23 | The establishment will be located at |
| 24 | 2510 South City Service Highway, also |
| 25 | known as Louisiana Highway 108, in |
| | |

| | 50 |
|----|--|
| 1 | Sulphur, Louisiana, in Calcasieu Parish. |
| 2 | Trooper Vincent Lenguyen conducted the |
| 3 | suitability investigation of the |
| 4 | relevant persons associated with the |
| 5 | applicant and also conducted an on-site |
| 6 | inspection of the facilities. He will |
| 7 | present the Office State Police's |
| 8 | findings to the Board. |
| 9 | TROOPER LENGUYEN: Good morning, |
| 10 | Chairman and Board Members. My name is |
| 11 | Trooper Lenguyen with the Louisiana |
| 12 | State Police Gaming Enforcement |
| 13 | Division. I conducted a suitability |
| 14 | investigation on relevant persons |
| 15 | associated with the applicant. I found |
| 16 | no information that would preclude the |
| 17 | following persons from participating in |
| 18 | the video gaming industry: Frank |
| 19 | Reland, Margaret Reland, Bennie Relan, |
| 20 | Julie Reland, Nicky Nichols, Michelle |
| 21 | Nichols, Matthew Wellman, Michael |
| 22 | Wahlder, Damon Baldone, James Koehler |
| 23 | and Jackie Koehler. |
| 24 | An on-site inspection was conducted, |
| 25 | and it was determined that the |
| | 31 |
| 1 | establishment meet all criteria set |
| | |

2 forth in the video gaming law as a

| 3 | qualified truckstop facility. The tax |
|----|--|
| 4 | clearance certificate and inquiry |
| 5 | revealed that the applicant and its |
| 6 | owners are current in the filing and |
| 7 | payment of all required taxes and |
| 8 | returns. All applicable state and local |
| 9 | permit were posted during the on-site |
| 10 | inspection. |
| 11 | The establishment consists of 5.49 |
| 12 | contiguous acres; no fuel sales reports |
| 13 | were submitted; therefore, the applicant |
| 14 | will be operating with 25 device until |
| 15 | fuel sales data support qualification |
| 16 | for additional machines. The truckstop |
| 17 | also has a separate gaming area that is |
| 18 | restricted to adult patrons. |
| 19 | MR. PITRE: The Office of the |
| 20 | Attorney General has reviewed the file |
| 21 | compiled as a result of the |
| 22 | investigation conducted by the Office of |
| 23 | State Police. Our review indicates that |
| 24 | no information has been found which |
| 25 | would preclude the issuance of the Type |
| | 32 |
| 1 | 5 license to Riverbend Truckstops & |
| 2 | Palace Casino, Incorporated, doing |
| 3 | business as Sulphur Truckstop & Casino. |
| 4 | CHAIRMAN MORGAN: Okay. I have a |
| 5 | few questions. The relationship with |

| 6 | the revenue recipients, Mr. Baldone, |
|----|---|
| 7 | Wahlder and Wellman, I have a supplement |
| 8 | memorandum, you know, for information I |
| 9 | requested in addition to the report. |
| 10 | It's my understanding that Baldone and |
| 11 | Wahlder am I saying it correctly? |
| 12 | TROOPER LENGUYEN: Yes, Mr. Wahlder. |
| 13 | CHAIRMAN MORGAN: Each put up |
| 14 | \$550,000 to obtain a ten percent revenue |
| 15 | interest? |
| 16 | TROOPER LENGUYEN: Yes, sir. |
| 17 | CHAIRMAN MORGAN: And the revenue |
| 18 | interest is derived from what? |
| 19 | TROOPER LENGUYEN: From the gaming |
| 20 | revenue generated at that truckstop, at |
| 21 | Sulphur's Truckstop only. |
| 22 | CHAIRMAN MORGAN: And that's with |
| 23 | Redman, which is the device owner? |
| 24 | TROOPER LENGUYEN: Yes. |
| 25 | CHAIRMAN MORGAN: The device owner |
| | 33 |
| 1 | receives basically, own the truck |
| 2 | stop, a hundred percent of the revenue |
| 3 | less the expenses? |
| 4 | TROOPER LENGUYEN: Yes. |
| 5 | CHAIRMAN MORGAN: So these gentlemen |
| 6 | would get ten percent of that portion? |
| 7 | TROOPER LENGUYEN: Yes. |
| 8 | CHAIRMAN MORGAN: And y'all and |

| 9 | Mr. Wellman would get 2.5 percent? |
|----|--|
| 10 | TROOPER LENGUYEN: Yes. |
| 11 | CHAIRMAN MORGAN: And y'all have |
| 12 | investigated this, and this money came |
| 13 | from suitable sources? |
| 14 | TROOPER LENGUYEN: Yes. |
| 15 | CHAIRMAN MORGAN: Okay. These |
| 16 | folks, as I understand it, are already |
| 17 | established in the industry? |
| 18 | TROOPER LENGUYEN: Yes, and |
| 19 | suitability background on other license, |
| 20 | and they are attached to the device |
| 21 | owner and other applicable truckstops |
| 22 | and stuff. |
| 23 | CHAIRMAN MORGAN: Okay. Just so the |
| 24 | audience will know, I'm new at the |
| 25 | revenue interest business, so I have |
| | 34 |
| 1 | asked the State Police to look more |
| 2 | thoroughly into this so the Board will |
| 3 | have more information, because in my |
| 4 | opinion, it has a direct interest into |
| 5 | the involving the licensee. So blame |
| 6 | me, not them when you start looking. |
| 7 | Any questions? |
| 8 | MR. BRADFORD: I had a question, |
| 9 | Mr. Chairman. |
| 10 | CHAIRMAN MORGAN: The issue with the |
| 11 | federal investigation. |

| 12 | TROOPER LENGUYEN: Yes. We were |
|----|--|
| 13 | subpoenaed to deliver records to Agent |
| 14 | Amy Ford and Wayne Horner at the FBI |
| 15 | District in New Orleans, and it was |
| 16 | basically about the gaming application |
| 17 | regarding to CWC Gaming, LLC, and their |
| 18 | involvement with the Sulphur. CWC |
| 19 | Gaming initially invested, like, a |
| 20 | revenue recipient for 2.5 percent |
| 21 | interest in the gaming revenue generated |
| 22 | from Sulphur Truckstop, but with the FBI |
| 23 | investigation, they end up terminating |
| 24 | that contract between them and Redman |
| 25 | Gaming. And the money was refunded back |
| | 35 |
| 1 | to Redman Gaming. The money was |
| 2 | refunded back to CWC Gaming. |
| 3 | CHAIRMAN MORGAN: So they're, |
| 4 | obviously, no longer involved in this? |
| 5 | TROOPER LENGUYEN: No. |
| 6 | CHAIRMAN MORGAN: Y'all are |
| 7 | satisfied? |
| 8 | TROOPER LENGUYEN: Yes. They shut |
| 9 | down the corporation and everything, |
| 10 | too. |
| 11 | CHAIRMAN MORGAN: And is there do |
| 12 | you have any information that would |
| 13 | indicate that any of the current people |
| 14 | are under investigation, to your |
| | |

| 15 | knowl | edge? |
|----|-------|-------|
| | | |

| 16 | TROOPER LENGUYEN: No, not at this |
|----|--|
| 17 | moment. |
| 18 | CHAIRMAN MORGAN: All right. |
| 19 | MR. BRADFORD: I just may have a |
| 20 | similar question as the Chairman. When |
| 21 | these guys put up \$550,000 to obtain a |
| 22 | ten percent revenue interest, are they |
| 23 | buying something, or are they loaning |
| 24 | this money? |
| 25 | TROOPER LENGUYEN: Basically, |
| | 36 |
| 1 | they it's like an investment for |
| 2 | them, and in return, they get, like, the |
| 3 | ten percent gaming revenue generated at |
| 4 | that truckstop. |
| 5 | MR. BRADFORD: Forever? |
| 6 | TROOPER LENGUYEN: Yeah, forever. |
| 7 | You know, and until they get bought out |
| 8 | or they, you know, sell back their |
| 9 | portion. |
| 10 | MR. BRADFORD: So they're buying |
| 11 | something except they're not buying an |
| 12 | ownership interest in the truckstop; is |
| 13 | that |
| 14 | TROOPER LENGUYEN: Yes. No, it's |
| 15 | not the ownership. It's just an |
| 16 | interest. |
| 17 | MR. BRADFORD: Ownership interest in |
| | |

| 18 | the revenue? |
|----|--|
| 19 | TROOPER LENGUYEN: Yeah, in the |
| 20 | revenue generated at that truckstop. |
| 21 | CHAIRMAN MORGAN: Through the device |
| 22 | owner. |
| 23 | MR. BRADFORD: And these people that |
| 24 | are buying this, they don't have to go |
| 25 | through suitability? |
| | 37 |
| 1 | TROOPER LENGUYEN: Yes, they have. |
| 2 | MR. BRADFORD: They have? |
| 3 | TROOPER LENGUYEN: Yes. Because of |
| 4 | they getting revenue from the gaming, we |
| 5 | do go through a suitability background |
| 6 | investigation on them. |
| 7 | MR. BRADFORD: That's all I have. |
| 8 | CHAIRMAN MORGAN: I just asked State |
| 9 | Police to do a little more due diligence |
| 10 | in the source of the money, where the |
| 11 | investment came from, and so I feel |
| 12 | comfortable with what they've done. I |
| 13 | just ask that they memorialize it in the |
| 14 | report. |
| 15 | MAJOR MERCER: I think you covered |
| 16 | that all the people involved have been |
| 17 | found suitable prior, correct? |
| 18 | TROOPER LENGUYEN: Yes, they have. |
| 19 | MR. STIPE: Just so I'll again, |
| 20 | I'm trying to get my fingers around the |

| 21 | distinction between a member and revenue |
|----|--|
| 22 | recipient, as well. What are the |
| 23 | differences? |
| 24 | TROOPER LENGUYEN: A revenue |
| 25 | recipient is somebody that put up a |
| | 38 |
| 1 | like, you bought a piece of stock or |
| 2 | something in the company, but you have |
| 3 | no ownership or anything like that. |
| 4 | Basically, they put up the type of money |
| 5 | to receive an interest in the gaming |
| 6 | revenue, but, you know, you're kind of |
| 7 | taking a chance because if the gaming |
| 8 | revenue if you don't make any money, |
| 9 | then you don't get no return |
| 10 | So it's kind of like a risk similar, |
| 11 | to me, I think it's similar to like |
| 12 | you're buying an investment, and |
| 13 | depending on how the investment do, you |
| 14 | either can make money or you can lose |
| 15 | money. |
| 16 | But with ownerships in the |
| 17 | truckstop, basically you own the |
| 18 | truckstop. The assets and everything |
| 19 | belong to the truckstop, and you are |
| 20 | able to sell the truckstop at the end to |
| 21 | get your investment return back. But |
| 22 | with these people, you know, they either |
| 23 | make or they lose it, just like an |

| 24 | investment. |
|----|---|
| 25 | MR. STIPE: Does a a member is an |
| | 39 |
| 1 | owner and gets to vote at membership |
| 2 | meetings I guess in this case it's a |
| 3 | corporation correct? |
| 4 | TROOPER LENGUYEN: Yes. |
| 5 | MR. STIPE: Does the member or |
| 6 | shareholders get to vote at shareholder |
| 7 | meetings? |
| 8 | TROOPER LENGUYEN: Yes, just the |
| 9 | members and the owners. |
| 10 | MR. STIPE: The shareholders and |
| 11 | their spouses checked for suitability? |
| 12 | TROOPER LENGUYEN: Yes, sir. |
| 13 | MR. STIPE: Are the revenue |
| 14 | recipients are checked for suitability? |
| 15 | TROOPER LENGUYEN: Yes, sir. |
| 16 | MR. STIPE: Are the spouses checked |
| 17 | for suitability? |
| 18 | TROOPER LENGUYEN: No. |
| 19 | MR. STIPE: Is there any provision |
| 20 | in the agreement signed between the |
| 21 | revenue recipients and the company that |
| 22 | accelerates their recovery of the money |
| 23 | they loaned? If this is transferred, |
| 24 | what happens with this entity or this |
| 25 | license is transferred? |
| | |

| 1 | TROOPER LENGUYEN: It still go on. |
|----|--|
| 2 | Like, you know, if Riverbend Truckstop |
| 3 | sell the property to somebody else, that |
| 4 | basically is a binding contract, so the |
| 5 | people who by the truckstop has to |
| 6 | continue what's on the contract |
| 7 | agreement. |
| 8 | MR. STIPE: So the four members or |
| 9 | the fours shareholders that are listed, |
| 10 | if they decide they want to sell a |
| 11 | hundred percent of the shares |
| 12 | outstanding to a successor entity, the |
| 13 | successor entity still has to honor this |
| 14 | revenue recipient agreement? |
| 15 | TROOPER LENGUYEN: Yes. |
| 16 | MR. PITRE: Actually, it would be |
| 17 | the device owner, not so much the |
| 18 | Riverbend being the applicant; Redmond |
| 19 | is the device owner, so if the device |
| 20 | owner were to do it, not the applicants |
| 21 | in this case. |
| 22 | MR. STIPE: Okay. That's all I |
| 23 | have. |
| 24 | MR. SINGLETON: I guess a question. |
| 25 | You have four people here that has |
| | 41 |
| 1 | interest in this, and then you have the |
| 2 | spouses and all this other listed. If |
| 3 | they have no ownership interest, it's |
| | |

| 4 | zero, why are they listed? |
|----|---|
| 5 | TROOPER LENGUYEN: Because they're |
| 6 | receiving gaming revenue, and the law |
| 7 | states anybody receiving revenue from |
| 8 | gaming has to meet suitability. |
| 9 | MR. SINGLETON: They received it |
| 10 | because of the wife of the recipient? |
| 11 | TROOPER LENGUYEN: Yes, the spouse. |
| 12 | MR. SINGLETON: Now, the two that |
| 13 | involves the interest in them, you're |
| 14 | saying their wives do not have to |
| 15 | TROOPER LENGUYEN: Because they are |
| 16 | not owners. |
| 17 | MR. SINGLETON: But they're |
| 18 | receiving revenue? |
| 19 | TROOPER LENGUYEN: Yes. They meet |
| 20 | suitability, but their spouse don't. |
| 21 | MR. SINGLETON: Well, I guess my |
| 22 | question is: If the spouse benefits |
| 23 | from the revenue, why aren't they found |
| 24 | to be suitable or not suitable? |
| 25 | MR. PITRE: The difference is |
| | 42 |
| 1 | because of the ownership interest |
| 2 | that again, this is a community |
| 3 | property state, and they have to |
| 4 | indirectly benefit from the ownership |
| 5 | and control of the applicant. |
| 6 | MR. SINGLETON: How do they benefit |

| 7 | any more as a wife than the other? I |
|----|--|
| 8 | understand what you're saying ownership |
| 9 | interest, but I'm still saying that it's |
| 10 | the wife of a person who is receiving |
| 11 | money from Riverbend Truckstop & Casino. |
| 12 | Being the wife of one of those two |
| 13 | people, they still receiving money |
| 14 | directly or indirectly. |
| 15 | It just seems like there's a fallacy |
| 16 | there or something that is not quite |
| 17 | right. If you do it for one and don't |
| 18 | do it for the other, something is not |
| 19 | quite right, in my mind anyway. |
| 20 | TROOPER LENGUYEN: In the gaming |
| 21 | law, if you look at under the |
| 22 | suitability section, they states out the |
| 23 | paragraph according to who needs to meet |
| 24 | suitability, and under that they say |
| 25 | owners and their spouse that has to meet |
| | 43 |
| 1 | suitability. But for under, like, |
| 2 | anybody else, investment or anything |
| 3 | like that, it's just for the person, not |
| 4 | their spouses. |
| 5 | MR. SINGLETON: Are you both of |
| 6 | you, are y'all comfortable with that the |
| 7 | way it is? It doesn't leave any |
| 8 | question or doubt in your mind that |
| 9 | needs to be cleared up? |
| | |

| 10 | MR. PITRE: I'm comfortable that |
|----|--|
| 11 | State Police did their investigation. |
| 12 | MR. SINGLETON: I beg your pardon? |
| 13 | MR. PITRE: I'm comfortable in the |
| 14 | way State Police conducted their |
| 15 | investigation in this matter. |
| 16 | CHAIRMAN MORGAN: I think what we |
| 17 | can do is have the Attorney General's |
| 18 | Office research that, and if there is an |
| 19 | indication that the spouses need to come |
| 20 | under suitability, then we'll need to |
| 21 | address that. Any other questions? |
| 22 | Is someone from the licensee here? |
| 23 | Would you care to come up to the table |
| 24 | just to make sure that we have |
| 25 | clarification on the morning. Please |
| | 44 |
| 1 | have a seat. Introduce yourself. |
| 2 | MR. NICHOLS: Hi, Nicky Nichols. |
| 3 | CHAIRMAN MORGAN: Mr. Nichols, I |
| 4 | wanted to make sure the Board was clear. |
| 5 | From what the testimony you heard, is |
| 6 | that accurate as far as the relationship |
| 7 | with the revenue recipient? |
| 8 | MR. NICHOLS: Yes. On the three |
| 9 | gentlemen that invested, I believe, to |
| 10 | my knowledge, none of them are married. |
| 11 | They're all single gentlemen, so there |
| 12 | would be no spouses. |
| | |

| 13 | CHAIRMAN MORGAN: Is that why they |
|----|--|
| 14 | have so much revenue? I'll pay for that |
| 15 | one. |
| 16 | MR. NICHOLS: All three gentlemen |
| 17 | have invested. They've all been |
| 18 | MR. PITRE: Mr. Baldone is married. |
| 19 | MR. NICHOLS: He's separated now, |
| 20 | divorced. Okay. I think he's divorced |
| 21 | now, so I think they're all divorced |
| 22 | now, but they've all been found suitable |
| 23 | in several other truckstops. Also, Matt |
| 24 | Wellman has been in the gaming business, |
| 25 | I believe, since 1992 and Mike Wahlder |
| | 45 |
| 1 | probably ten years, also. |
| 2 | CHAIRMAN MORGAN: And the matter |
| 3 | with regard to if the truckstop is sold, |
| 4 | was that accurately represented? |
| 5 | MR. NICHOLS: Yes. They're third |
| 6 | party revenue share. They have a |
| 7 | choice. They could sell it, if they |
| 8 | wanted to, to another party if they're |
| 9 | found suitable. They could keep it. If |
| 10 | we wanted to buy it back, we could make |
| 11 | an offer to them to buy it back, but it |
| 12 | has to be a suitable party. |
| 13 | CHAIRMAN MORGAN: Okay. |
| 14 | MR. NICHOLS: That's common. We've |
| 15 | been doing that for at least ten, |
| | |

| 16 | twelve, fifteen years now. |
|----|--|
| 17 | CHAIRMAN MORGAN: Well, I'm new as |
| 18 | the Chairman, so I'm learning. |
| 19 | MR. STIPE: And let me just: Is |
| 20 | there an agreement that compels them to |
| 21 | sell it back to you if we want to buy it |
| 22 | back? |
| 23 | MR. NICHOLS: No. But we would be |
| 24 | the best party for them to sell it to if |
| 25 | they decided they wanted to get out, |
| | 46 |
| 1 | being that we own a majority of it |
| 2 | anyway. It's based on relationships |
| 3 | there. You know, someone invest a half |
| 4 | million dollars, and a small percentage |
| 5 | like that is based on their investment |
| 6 | they'd make, and would come to us, I |
| 7 | would think, and say, would you be |
| 8 | interested in buying it back. We have |
| 9 | never done that to this date other than |
| 10 | the CWC. Most people are still in |
| 11 | business with us today. |
| 12 | MR. STIPE: I mean, I take that to |
| 13 | mean there are logical I mean, you're |
| 14 | a logical buyer. |
| 15 | MR. NICHOLS: Correct. |
| 16 | MR. STIPE: But there's no |
| 17 | obligation, some kind of a runoff |
| 18 | procedure where one triggers the right? |
| | |

| 19 | MR. NICHOLS: No. |
|----|--|
| 20 | MR. STIPE: Okay. |
| 21 | CHAIRMAN MORGAN: Any other |
| 22 | questions for Mr. Nichols? Thank you, |
| 23 | sir. |
| 24 | MR. NICHOLS: Thank you. |
| 25 | CHAIRMAN MORGAN: Any questions for |
| | 47 |
| 1 | State Police and the Attorney General? |
| 2 | MR. STIPE: And I'm sorry, what was |
| 3 | the State Police's recommendation with |
| 4 | respect to this? |
| 5 | TROOPER LENGUYEN: Recommend |
| 6 | approval for the gaming license. |
| 7 | CHAIRMAN MORGAN: What's the |
| 8 | pleasure of the Board? Do we have a |
| 9 | motion to approve? |
| 10 | MR. JUNEAU: I make a motion. |
| 11 | CHAIRMAN MORGAN: Motion by Juneau |
| 12 | to approve. |
| 13 | MR. JONES: Second. |
| 14 | CHAIRMAN MORGAN: Seconded by |
| 15 | Mr. Jones. Roll call vote. |
| 16 | THE CLERK: Major Mercer? |
| 17 | MAJOR MERCER: Yes. |
| 18 | THE CLERK: Miss Rogers? |
| 19 | MS. ROGERS: Yes. |
| 20 | THE CLERK: Mr. Bradford? |
| 21 | MR. BRADFORD: Yes. |

| 22 | THE CLERK: Mr. Jones? |
|----|---|
| 23 | MR. JONES: Yes. |
| 24 | THE CLERK: Mr. Stipe? |
| 25 | MR. STIPE: Yes. |
| | 48 |
| 1 | THE CLERK: Mr. Juneau? |
| 2 | MR. JUNEAU: Yes. |
| 3 | THE CLERK: Mr. Singleton? |
| 4 | MR. SINGLETON: Yes. |
| 5 | THE CLERK: Mr. Berthelot? |
| 6 | MR. BERTHELOT: Yes. |
| 7 | THE CLERK: Chairman Morgan? |
| 8 | CHAIRMAN MORGAN: Yes. Thank you. |
| 9 | VII. CASINO GAMING ISSUES |
| 10 | A. Consideration of renewal of the |
| 11 | riverboat license of St. Charles |
| 12 | Gaming Company, Inc., d/b/a Isle of |
| 13 | Capri-Lake Charles |
| 14 | CHAIRMAN MORGAN: Item VII, Casino |
| 15 | Gaming Issues: Consideration of renewal |
| 16 | of the riverboat license of St. Charles |
| 17 | Gaming Company d/b/a Isle of Capri Lake |
| 18 | Charles. |
| 19 | MR. THOMPSON: Buddy Thompson, |
| 20 | Assistant Attorney General. With me is |
| 21 | State Police Trooper Michael Daniel and |
| 22 | Auditor Collin Gros. Also present are |
| 23 | representatives of St. Charles Gaming |
| 24 | Company, Incorporated, d/b/a Isle of |
| | |

25 Capri-Lake Charles.

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| 1 | We're here in the matter of renewal |
|----|--|
| 2 | of the riverboat license of St. Charles |
| 3 | Gaming Company, Incorporated, d/b/a Isle |
| 4 | of Capri Lake Charles which is located |
| 5 | in Westlake, Louisiana. As you're |
| 6 | aware, riverboat licenses are issued for |
| 7 | five-year terms, and the license of St. |
| 8 | Charles Gaming Company, d/b/a Isle of |
| 9 | Capri-Lake Charles, is set to expire on |
| 10 | March 29th of this year and is now up |
| 11 | for renewal. |
| 12 | At this time, Auditor Collin Gros |
| 13 | will present his findings to the Board. |
| 14 | MR. GROS: Morning, Mr. Chairman, |
| 15 | and Board Members. My name is Collin |
| 16 | Gros with the Louisiana State Police |
| 17 | Gaming Audit Section. |
| 18 | Licensee St. Charles Gaming Company, |
| 19 | Inc., doing business as Isle of |
| 20 | Capri-Lake Charles, an indirect wholly |
| 21 | owned subsidiary of Isle of Capri |
| 22 | Casinos, Incorporated, seeks renewal of |
| 23 | its license to conduct gaming |
| 24 | operations. Isle Lake Charles' |
| 25 | five-year license was last renewed by |
| | 50 |
| 1 | the Board on January 18th, 2005, and is |

| 2 | due to expire on March 29th, 2010. Isle |
|----|---|
| 3 | Lake Charles operates in the Lake |
| 4 | Charles market, the third largest gaming |
| 5 | market in Louisiana. Since fiscal year |
| 6 | 2000 2001, Isle Lake Charles has been |
| 7 | the least productive licensee in |
| 8 | Louisiana as measured by adjusted gross |
| 9 | receipts. |
| 10 | In fiscal year 2008-2009, Isle Lake |
| 11 | Charles had adjusted gross receipts of |
| 12 | approximately \$23.8 million. Isle Lake |
| 13 | Charles had adjusted gross receipts of |
| 14 | \$23.8 million in fiscal year 2008-2009. |
| 15 | In its fiscal year ending April 2009, |
| 16 | Isle of Capri spent approximately \$8.8 |
| 17 | million in total capital expenditures |
| 18 | for both its Lake Charles properties. |
| 19 | In its fiscal year ending April 2010, |
| 20 | Isle forecast that it will spend, |
| 21 | approximately, \$4 million in maintenance |
| 22 | capital for both its Lake Charles |
| 23 | properties. |
| 24 | In fiscal year 2008-2009, Isle of |
| 25 | Capri was the fifth largest of the ten |
| | 51 |
| 1 | casino operators in Louisiana as |
| 2 | measured by adjusted gross receipts, |
| 3 | with approximately \$153 million or |
| 4 | 6 percent of adjusted gross receipts. |

| 5 | In conclusion, no fiscal financial |
|----|--|
| 6 | issues came to our attention to preclude |
| 7 | the Board from approving the Isle Lake |
| 8 | Charles' license for a period of five |
| 9 | years effective March 29th, 2010. |
| 10 | MR. THOMPSON: At this time, Trooper |
| 11 | Michael Daniel will present his findings |
| 12 | to the Board. |
| 13 | TROOPER DANIEL: Good morning, |
| 14 | Chairman Morgan and Members of the |
| 15 | Board. I'm Trooper Michael Daniel with |
| 16 | the Louisiana State Police Gaming |
| 17 | Enforcement Division. I was assigned to |
| 18 | conduct the suitability investigation |
| 19 | regarding license renewal of Isle of |
| 20 | Capri Casinos, Incorporated, doing |
| 21 | business as St. Charles Gaming Company, |
| 22 | Incorporated. |
| 23 | An updated suitability investigation |
| 24 | was conducted on Isle of Capri Casinos, |
| 25 | Incorporated, the associated companies |
| | 52 |
| 1 | and key personnel. This consisted of |
| 2 | inquiries to Federal, State and local |
| 3 | law enforcement agencies, computerized |
| 4 | criminal history databases, financial |
| 5 | and civil institutions and gaming |
| 6 | regulatory agencies. Tax clearance were |
| 7 | obtained from the Internal Revenue |

| 8 | Services and the Louisiana Department of |
|----|--|
| 9 | Revenue to ensure the applicants are |
| 10 | current in tax filings. |
| 11 | During the suitability |
| 12 | investigation, I discovered no |
| 13 | information which would adversely affect |
| 14 | the suitability of the applicants. |
| 15 | MR. THOMPSON: A review of the file |
| 16 | compiled as a result of the |
| 17 | investigation conducted by State Police |
| 18 | revealed no information that would |
| 19 | preclude the renewal of the license of |
| 20 | St. Charles Gaming Company, |
| 21 | Incorporated, d/b/a Isle of Capri-Lake |
| 22 | Charles. I prepared a suggested |
| 23 | resolution authorizing the renewal of |
| 24 | the license until March 29th, 2015, if |
| 25 | the Board approves the renewal. |
| | 53 |
| 1 | At this time, Mr. Chairman, we have |
| 2 | representatives of St. Charles Gaming |
| 3 | Company, d/b/a Isle of Capri-Lake |
| 4 | Charles, who will address the Board and |
| 5 | answer any questions. |
| 6 | CHAIRMAN MORGAN: Okay. First, is |
| 7 | there any questions of State Police or |
| 8 | the Attorney General? |
| 9 | MR. STIPE: Just one. I note there |
| 10 | were three or four agencies |

| 12 | government agencies that you sent |
|-------------------|--|
| | requests to and you did not get |
| 13 | information back. Are you confident |
| 14 | that the information that you have is |
| 15 | adequate that you did obtain? |
| 16 | TROOPER DANIEL: Yes, sir. |
| 17 | CHAIRMAN MORGAN: Any other |
| 18 | questions? (No response.) Okay, we'll |
| 19 | have the licensee. |
| 20 | MS. BOLES: My name is Janet Boles, |
| 21 | and I'm the Louisiana regulatory |
| 22 | attorney for the Isle of Capri in |
| 23 | Louisiana, and I have been since they |
| 24 | first came to Louisiana in 1992. And |
| 25 | with me is Roger Deaton, Senior |
| | 54 |
| 1 | Vice-President from the Isle; Michael |
| 2 | Bloom, the new General Manager in Lake |
| 3 | Charles; and Elizabeth Tranchina, who is |
| 4 | the Vice-President of Legal Affairs for |
| 5 | the Isle. |
| | We want to thank you for giving us |
| 6 | we want to thank you for giving us |
| 6 7 | this opportunity to address the Board. |
| - | |
| 7 | this opportunity to address the Board. |
| 7 8 | this opportunity to address the Board. First and foremost, the Isle properties |
| 7 8 9 | this opportunity to address the Board. First and foremost, the Isle properties in Lake Charles are extremely important |
| 7 8 9 10 | this opportunity to address the Board. First and foremost, the Isle properties in Lake Charles are extremely important to the company. Isle's commitment to |

| 14 | Second, I'd like to give you a |
|----|--|
| 15 | historical background as to why we have |
| 16 | two licenses in Lake Charles. The first |
| 17 | license that Isle obtained was in 1994, |
| 18 | and it was for Bossier City. We then |
| 19 | partnered in 1995 with St. Charles |
| 20 | Gaming, and we moved relocated a boat |
| 21 | to Lake Charles. |
| 22 | At that time, there was a cruising |
| 23 | requirement that you had to go out for |
| 24 | 90 minutes out of every three-hour |
| 25 | cruise, except in Red River which was |
| | 55 |
| 1 | too shallow. But what would happen is |
| 2 | that the players, when they announced |
| 3 | that there was going to be a cruise, the |
| 4 | patrons would run off the ship. So we |
| 5 | in Lake Charles at that time also was |
| 6 | Players Casino, which was an original |
| 7 | licensee, and they had two licenses down |
| 8 | there and operated two boats in tandem. |
| 9 | The Isle could not compete effectively |
| 10 | with that two-boat operation. |
| 11 | So when Grand Palais filed |
| 12 | bankruptcy, the Isle was successful in |
| 13 | buying that boat out of bankruptcy, and |
| 14 | with this approval of the Board, moved |
| 15 | it to Lake Charles. At that point, we |
| 16 | could operate the two boats in tandem |
| | |

| 17 | with each other, the two licenses, and |
|----|--|
| 18 | were effective in competing with |
| 19 | Players, who was subsequently bought out |
| 20 | by Harrah's. The total investment at |
| 21 | Lake Charles at that time was over \$300 |
| 22 | million. |
| 23 | Now, what have we done with those |
| 24 | licenses since then? We've operated |
| 25 | both those license in Lake Charles |
| | 56 |
| 1 | continuously, except for storm |
| 2 | interruption. We've been good corporate |
| 3 | citizens in Lake Charles. As you know, |
| 4 | Mr. Jones, because you're down there, |
| 5 | we've given back to the community, and |
| 6 | we've been a good regulated entity and |
| 7 | licensee in the State, which I believe |
| 8 | the State Police will attest to. |
| 9 | Since 2005, a total of \$57 million |
| 10 | has been spent in Lake Charles. Of |
| 11 | that over \$34 million has been spent |
| 12 | on Crown and the amenities on the |
| 13 | dockside. That's about \$17 million on |
| 14 | the vessel since 2005. Additionally, |
| 15 | even with the declining economy and |
| 16 | increased competition in Lake Charles, |
| 17 | we've given back to the state, |
| 18 | approximately, \$178 million in gaming |
| 19 | tax revenue. |

| 20 | Finally, the goal of this Board is |
|----|--|
| 21 | to get the highest and best use for each |
| 22 | license in the State of Louisiana in |
| 23 | order to generate economic development. |
| 24 | That is the exact goal of the Isle of |
| 25 | Capri, and our commitment in Lake |
| | 57 |
| 1 | Charles has been to bring on new senior |
| 2 | management that has the marketing and |
| 3 | organizational experience to do that, |
| 4 | maximize revenue, and Roger Deaton will |
| 5 | introduce and expound on the new team. |
| 6 | But, Chairman Morgan, you and Major |
| 7 | Mercer probably remember Roger from when |
| 8 | he was the general manager in Lake |
| 9 | Charles in the late 1990's, and he |
| 10 | brings for y'all that don't know him, |
| 11 | he has over 40 years of experience in |
| 12 | the gaming industry. He's worked in |
| 13 | Lake Tahoe, Atlantic City, various |
| 14 | venues in Mississippi and in Louisiana. |
| 15 | Roger. |
| 16 | MR. DEATON: Thank you, Janet. |
| 17 | Mr. Chairman, Members of the Board, good |
| 18 | morning. Now, as you've heard from |
| 19 | Janet discussed, we at the Isle of Capri |
| 20 | have had a long-lasting, positive |
| 21 | relationship with the State of Louisiana |
| 22 | and the Lake Charles market in |
| | |

| 23 | particular. We're proud of the jobs |
|----|--|
| 24 | that we have created and the economic |
| 25 | impact we have been able to sustain |
| | 58 |
| 1 | since opening up our property in Lake |
| 2 | Charles. |
| 3 | As the general manager of the Lake |
| 4 | Charles property from 1997 through 2000, |
| 5 | I know personally the commitment of our |
| 6 | company to this market and the community |
| 7 | of our great team here to achieving |
| 8 | maximum success. However, as the |
| 9 | economy continued to decline last year |
| 10 | and we watched our revenues continue to |
| 11 | drop, we also realized it was time for a |
| 12 | change. As we consider possible options |
| 13 | for the Crown license, in particular, we |
| 14 | examined the entire range of |
| 15 | possibilities, including, as you know, |
| 16 | relocating that license, but as we fully |
| 17 | examine how to maximize the potential of |
| 18 | our licensees during this difficult |
| 19 | economic period, we clearly concluded |
| 20 | the best option for our company was to |
| 21 | bring a new vision to Lake Charles to |
| 22 | drive new revenue into our property in |
| 23 | Lake Charles. |
| 24 | Over the past several years, you've |
| 25 | heard we spent over \$15 million |
| | |

| | 29 |
|----|---|
| 1 | renovating the Crown vessel, and that |
| 2 | does not include the \$40 plus million we |
| 3 | have spent on amenities and |
| 4 | infrastructure that are shared by our |
| 5 | two licenses there. But to take the |
| 6 | property to the next level and to more |
| 7 | fully realize their potential, we |
| 8 | realized we needed to reinvent our |
| 9 | marketing and renovate our operations. |
| 10 | We have worked hard to increase customer |
| 11 | satisfaction, and we have been |
| 12 | successful doing that. But there's |
| 13 | still work to be done. |
| 14 | To make this vision of the ultimate |
| 15 | hometown casino into a reality, we |
| 16 | realize we need new management. We |
| 17 | searched inside and outside of the |
| 18 | company for the right leadership to take |
| 19 | this property to the next level, and we |
| 20 | are confident that today we have exactly |
| 21 | the right team in place. We have a |
| 22 | great team across the Isle of Capri, and |
| 23 | late last year, when the most |
| 24 | experienced and distinguished executives |
| 25 | in the gaming business in the United |
| | 60 |
| 1 | States moved here to Louisiana to bring |
| | |

2 about the needed change in Lake Charles.

59

| 3 | This new leadership is led by our |
|----|--|
| 4 | vice-president and general manager who |
| 5 | is with us today, Michael Bloom. |
| 6 | Michael has worked in the gaming |
| 7 | industry for nearly 30 years with |
| 8 | experience spanning marketing, finance |
| 9 | and operations. He has been a top |
| 10 | executive at Mohegan Sun in Connecticut, |
| 11 | one the largest properties, and for |
| 12 | several years served as President of the |
| 13 | Seminole Hard Rock Casino in Hollywood, |
| 14 | Florida, where he was credited with |
| 15 | leading a massive turnaround of the |
| 16 | property into one of the most robust and |
| 17 | profitable in the gaming business today. |
| 18 | In 2008, he joined Isle of Capri |
| 19 | where he led our property in Pompano |
| 20 | Beach, Florida. He was hired to take on |
| 21 | a job of transforming the most |
| 22 | challenging financial situations in the |
| 23 | Isle's portfolio. After several |
| 24 | quarters of negative earnings due to the |
| 25 | competitive and other economic |
| | 61 |
| 1 | pressures, today is one of the fastest |
| 2 | growing properties within Isle of Capri. |
| 3 | Together with our corporate office, |
| 4 | Michael and I have developed aggressive |
| 5 | and robust plans to reinvent our |

5 and robust plans to reinvent our

| 6 | marketing, reopen and grow portions of |
|----|--|
| 7 | our operation and provide an ever |
| 8 | increasing, positive customer experience |
| 9 | to our patrons. |
| 10 | With that, I'd like to introduce |
| 11 | Michael Bloom. |
| 12 | MR. BLOOM: Thank you, Roger. |
| 13 | Chairman, Board, good morning. As Roger |
| 14 | just stated, this past fall, Isle |
| 15 | management, after noticing a larger than |
| 16 | expected drop in business volumes and |
| 17 | market share, decided that a change in |
| 18 | senior leadership at the property was |
| 19 | necessary. This change included the |
| 20 | vice-president and general manager and |
| 21 | myself, the senior director of |
| 22 | operations and the senior director of |
| 23 | marketing. |
| 24 | The new vision for the Isle Casino & |
| 25 | Hotel Lake Charles brings a new set of |
| | 62 |
| 1 | operating principles, a more critical |
| 2 | eye on profit margins in general and a |
| 3 | brand new marketing plan that will take |
| 4 | the physical attributes of this |
| 5 | properties and turn them into a natural |
| 6 | benefit. As we move forward in |
| 7 | maximizing revenues, not just for the |
| 8 | Crown, but for the overall property, it |

| 10to assess many factors in determining11the proper cause of action in developing12a marketing plan.13It was extremely important for me,14personally, being new to the market to15assess all factors that affects one's16business. I first needed to understand17how our two licenses interacted with one18another, how the products on each boat19were different and how the customers20viewed those differences, and then how21were can maximize that differentiation and22that interaction.23Then it was important to understand24the market itself. What do our three25competitors in the Lake Charles market63offer; what product differentiation is2there in the market; where do we have an3edge, and how can we take advantage of4that edge? Where does each property lie5geographically in relation to the Isle,6and is there an edge from that7perspective?8Then it was time to learn9specifically about the competitors.10What do they offer that we don't or11can't offer? What do we offer that they | 9 | was important to take the necessary time |
|--|----|--|
| 12a marketing plan.13It was extremely important for me,14personally, being new to the market to15assess all factors that affects one's16business. I first needed to understand17how our two licenses interacted with one18another, how the products on each boat19were different and how the customers20viewed those differences, and then how21we can maximize that differentiation and22that interaction.23Then it was important to understand24the market itself. What do our three25competitors in the Lake Charles market6312there in the market; where do we have an3edge, and how can we take advantage of4that edge? Where does each property lie5geographically in relation to the Isle,6and is there an edge from that7perspective?8Then it was time to learn9specifically about the competitors.10What do they offer that we don't or | 10 | to assess many factors in determining |
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| 10 What do they offer that we don't or | 8 | Then it was time to learn |
| · | 9 | specifically about the competitors. |
| 11 can't offer? What do we offer that they | 10 | What do they offer that we don't or |
| | 11 | can't offer? What do we offer that they |

| 12 | don't or can't offer? From a bricks and |
|----|--|
| 13 | mortar perspective, where does our |
| 14 | property lie? When all the information |
| 15 | is digested, the picture becomes quite |
| 16 | clear. We are not and never will be a |
| 17 | L'Auberge. That property is very well |
| 18 | positioned with all the necessary |
| 19 | amenities to do well in the high-end |
| 20 | market. It's gorgeous, new and top |
| 21 | notch, actually a strong benefit for us |
| 22 | that I will explain in a few minutes. |
| 23 | Each competitor has its own strengths |
| 24 | and weaknesses, as does the Isle. |
| 25 | It was then important to analyze |
| | 64 |
| 1 | where we have marketed and advertised in |
| 2 | the past and equally, if not more |
| 3 | importantly, what we have advertised and |
| 4 | marketed in the past, and as part of |
| 5 | this exercise, the same was done for |
| 6 | each competitor in the market. At the |
| 7 | end of the day, a somewhat beautiful |
| 8 | picture was drawn from this exercise. |
| 9 | This picture, a blueprint, is the basis |
| 10 | for what, when, where and how we will |
| 11 | position and market the Isle Casinos. |
| 12 | First, we are not, as I stated and |
| 13 | don't want to be, L'Auberge. We have |
| 14 | concluded that there is a massive market |

| 15 | of customers who simply feel more at |
|----|--|
| 16 | home in an Isle-style casino than in a |
| 17 | higher end casino. We are becoming, in |
| 18 | other words, Louisiana's hometown |
| 19 | casino, the quintessential, as it is, |
| 20 | locals' conditions. |
| 21 | This blueprint with different facets |
| 22 | from TV to radio, outdoor advertising, |
| 23 | newspaper and direct mail, the over |
| 24 | arching message is simple: The Isle |
| 25 | Casino simply provides a better value |
| | 65 |
| 1 | for customers with our slot and table |
| 2 | products, our food, beverage, |
| 3 | entertainment and two hotels. We are |
| 4 | the more affordable casino to play for |
| 5 | the vast majority of customers who |
| 6 | reside right in our backyard. |
| 7 | It's important for me to talk about |
| 8 | backyards for a minute because it's a |
| 9 | huge mistake in the past that we made. |
| 10 | Houston is the fourth largest |
| 11 | metropolitan city in the country. The |
| 12 | Isle Casino Hotel opted, for good reason |
| 13 | at the time, to concentrate their |
| 14 | marketing dollars and efforts on the |
| 15 | local community that was bristling with |
| 16 | cash following the hurricanes of the |
| 17 | past few years. While this tactic |

| 18 | provided good returns in the short-term, |
|----|--|
| 19 | they never switched from this short-term |
| 20 | marketing effort to the longer term |
| 21 | effort of growing the business from this |
| 22 | fourth largest metropolitan city. |
| 23 | My team and I fully engaged to spend |
| 24 | in excess of two-thirds of our marketing |
| 25 | dollars on educating this Houston market |
| | 66 |
| 1 | on the products offered, the |
| 2 | differentiating value we offer, all done |
| 3 | in a very impactful manner. Houston is |
| 4 | our target in creating a value-based |
| 5 | casino, entertainment experience that |
| 6 | exceeds our customers' expectations, not |
| 7 | those of the closest competitor; provide |
| 8 | a value both in terms of real costs, |
| 9 | time on device, time at a blackjack |
| 10 | game, time in front of a live |
| 11 | entertainer, or simply interacting with |
| 12 | our team members who after all these |
| 13 | years are more like extended family than |
| 14 | an employee. Specifically, we have |
| 15 | added television advertising to the |
| 16 | Houston market, a quarter of a million |
| 17 | dollar billboard campaign and have |
| 18 | carved this so-called outer market out |
| 19 | of our overall database so we can |
| 20 | specifically pass promotions and offers |

| 21 | to these folks who drive two plus hours |
|----|--|
| 22 | to get to their hometown casino. |
| 23 | Monthly promotions have been not so |
| 24 | much added, but greatly enhanced to |
| 25 | better serve our customers with |
| | 67 |
| 1 | promotions such as bait boat giveaways, |
| 2 | pickup truck giveaways and diamonds for |
| 3 | the ladies over Valentine's Day. |
| 4 | We are also in the discussion phases |
| 5 | of beginning casino linemen bus service |
| 6 | out of the greater Houston market |
| 7 | targeting perspective Asian customers as |
| 8 | well as other clientele. This should |
| 9 | allow many customers who either don't |
| 10 | own or don't have access to a car, to |
| 11 | affordably travel to Lake Charles, their |
| 12 | new home away from home. |
| 13 | All of these changes are designed to |
| 14 | drive gross gaming revenue and, |
| 15 | therefore, gaming tax dollars to the |
| 16 | state, Calcasieu Parish and the City of |
| 17 | Westlake. We have also sharpened our |
| 18 | pencils, too, with a declining market |
| 19 | that is wholly attributable to the worst |
| 20 | economic decline since the Great |
| 21 | Depression. It was past due to tighten |
| 22 | our belts. We have made a number of |
| 23 | operational changes that will increase |

| 24 | the profitability of the property. It |
|----|--|
| 25 | was and is extremely important for me |
| | 68 |
| 1 | that we have the necessary marketing |
| 2 | dollars to drive revenue, which as the |
| 3 | Gaming Control Board knows and my board |
| 4 | of directors knows, revenues results in |
| 5 | increased tax revenues for the State and |
| 6 | increased EBIDA for the company, |
| 7 | something we are both perfectly aligned |
| 8 | with. So if you're a local and you want |
| 9 | to feel comfortable like you're at home, |
| 10 | you're definitely going to want to make |
| 11 | the Isle your home away from home. |
| 12 | In closing, it is extremely |
| 13 | important to point out that my |
| 14 | management team and I bring a new sense |
| 15 | of urgency, passion and vigor to Lake |
| 16 | Charles that had been sadly missing. |
| 17 | I've worked at some wonderful properties |
| 18 | in my 30 years, and this property in |
| 19 | this market simply energizes me further. |
| 20 | I cannot explain in words my passion for |
| 21 | this business, only in the results that |
| 22 | will follow. My passion and expertise |
| 23 | instilled in this property has resulted |
| 24 | in a new business and marketing plan |
| 25 | that totally revamps, repositions and |
| | CO |

| 1 | reenergizes this property and its two |
|----|--|
| 2 | operating licenses. I am incredibly |
| 3 | confident that the results moving |
| 4 | forward will be extremely positive for |
| 5 | us both. Thank you all kindly for your |
| 6 | time. |
| 7 | MS. BOLES: Do you have any |
| 8 | questions for us? |
| 9 | CHAIRMAN MORGAN: I think your first |
| 10 | week you had three board members at your |
| 11 | property? |
| 12 | MR. BLOOM: Yes, sir, I did. |
| 13 | CHAIRMAN MORGAN: Congratulations on |
| 14 | that. Good welcome to Louisiana. |
| 15 | MR. BLOOM: Yes, indeed. |
| 16 | CHAIRMAN MORGAN: I know personally |
| 17 | the three people that are with you today |
| 18 | and their credibility, and that means a |
| 19 | lot. My interaction with you has been |
| 20 | very positive; and you do bring energy |
| 21 | to the property, and I think it was much |
| 22 | needed. To give the board members a |
| 23 | little insight, I did have a meeting |
| 24 | with Miss Boles and I forgot who all |
| 25 | was there, but it was upper management |
| | 70 |
| 1 | from the Isle of Capri and expressed |
| 2 | my concern about the under performance |
| 3 | of the property. |
| | |

| 4 | Now, I would like to make sure the |
|----|--|
| 5 | board members are aware that y'all are |
| 6 | unique in that you have two properties |
| 7 | side-by-side, and from a company |
| 8 | standpoint, I think you view it as one |
| 9 | property. As the State, we look at your |
| 10 | revenues specifically to the license, |
| 11 | and so you must factor that in. But |
| 12 | when my visit at the property, I |
| 13 | couldn't help but notice, it took me |
| 14 | back a little bit, that one of the |
| 15 | vessels, the smaller vessel that's up |
| 16 | here today, the licensee was, for the |
| 17 | most part, shut down except for poker |
| 18 | room, and so |
| 19 | MR. BLOOM: Yes, sir. |
| 20 | CHAIRMAN MORGAN: I had some |
| 21 | concerns and elected to have a meeting |
| 22 | with the licensee, and particularly with |
| 23 | there's a potential of 30,000 more |
| 24 | square foot in that market, and to get |
| 25 | an idea of what your plan was to address |
| | 71 |
| 1 | that, and I've been very pleased with |
| 2 | what you've submitted. Obviously, it's |
| 3 | tough, difficult economic times right |
| 4 | now, but I look forward to seeing the |
| 5 | progress made at the property. And, |
| 6 | obviously, the Board, anything we can |
| | |

| 7 | do, we would certainly be of assistance |
|----|--|
| 8 | to help you in that your endeavor. |
| 9 | MS. BOLES: And, Chairman Morgan, as |
| 10 | you know, we did shut down part of it, |
| 11 | and we did it with approval from the |
| 12 | Division. We didn't just do it |
| 13 | unilaterally, and it has, since we have |
| 14 | reopened it would you like to tell |
| 15 | them the operating hours, Michael? |
| 16 | MR. BLOOM: Well, first of all, I'd |
| 17 | like to say I did not close it, but as |
| 18 | of Friday, February 12th, which was the |
| 19 | Friday leading into President's Day |
| 20 | weekend as well Mardi Gras, all three |
| 21 | decks are now open seven days a week. |
| 22 | The one deck, which has hand dealt |
| 23 | poker, has and will remain 24 hours a |
| 24 | day seven days a week. The other two |
| 25 | decks we opted to open at 10 a.m. on |
| | 72 |
| 1 | Friday morning remaining open 24 hours |
| 2 | through Friday night and 24 hours |
| 3 | through Saturday and then closing at |
| 4 | 1:00 a.m. Sunday night slash Monday |
| 5 | morning, and then reopening Monday at |
| 6 | 10:00 a.m. to 1:00 a.m., and so forth |
| 7 | and so on through Thursday. So, |
| 8 | essentially, we're closed for nine hours |
| 9 | a day, five days a week, which will |

| 10 | virtually not affect the revenue one way |
|----|--|
| 11 | or the other. |
| 12 | But it was important for a multitude |
| 13 | of reasons to reopen the Crown. Number |
| 14 | one, when you have essentially |
| 15 | 50 percent of your operation where a |
| 16 | customer can either go right to the |
| 17 | Grand Palais or they can go left to the |
| 18 | Crown and it's closed, you know, what is |
| 19 | that telling the customer in their minds |
| 20 | and their psyche? You know, are you |
| 21 | going out of business? You know, what's |
| 22 | happening next? So it was important to |
| 23 | open the Crown, and it was important to |
| 24 | maximize the value of that license. It |
| 25 | was important to get those additional |
| | 73 |
| 1 | 533 slot machines into action, and with |
| 2 | our new push into Houston actually, |
| 3 | our TV commercials began running in |
| 4 | Houston yesterday. Our billboard |
| 5 | campaign will start any day in Houston. |
| 6 | We bought ten billboards that will |
| 7 | rotate throughout the city, the actual |
| 8 | city itself of Houston over the next |
| 9 | year. We revamped our direct mail, as I |
| 10 | said, our radio. |
| 11 | Prior to my arrival over the past |
| 12 | couple of years less than 1 percent |

12 couple of years, less than 1 percent --

| 1 percent, however you want to say it |
|--|
| approximately 1 percent of our overall |
| marketing dollars was used towards the |
| Houston market. And as an outsider |
| looking in when you look at Houston as |
| being that fourth largest metropolitan |
| city in the country, a mere two hour and |
| 20 minute, 30 minute, 40 minute drive |
| away, and you can go to any other casino |
| in the Lake Charles market and just walk |
| the parking lots and look at license |
| plates, Texas, Texas, Texas, Texas, |
| Texas, Louisiana, Louisiana, Texas, |
| 74 |
| Texas, you know, I didn't think it took |
| a rocket scientist to figure out, we've |
| got to get our tails into Texas big |
| time. And we were in the gold triangle |
| previously, but not in Houston. And I |
| hope very much so and I believe very |
| strongly that we will see immediate |
| impacts coming out of Houston. |
| Am I capable of putting a number on |
| that? No. Because you've got so many |
| different issues that fight against |
| that, whether it's the economy, whether |
| it's something your competitor does, |
| whether it's the weather. Like, if it |
| snows tonight, you can forget going to |
| |

| 17 | But, you know, I think I hope, |
|----|--|
| 18 | Chairman Morgan, and the rest of board |
| 19 | that you can see it in my face my |
| 20 | passion for this business, my love for |
| 21 | this business. You know, I am now |
| 22 | you know, I live in Louisiana now; this |
| 23 | is now my home, and I'm going to make |
| 24 | the best of it, both personally and |
| 25 | professionally. I've been with the Isle |
| | 75 |
| 1 | for coming up on two years now, but I |
| 2 | see great things that are capable of |
| 3 | coming out of those two licenses. And, |
| 4 | you know, whether it's L'Auberge, |
| 5 | whether it's Sugarcane Bay, customers |
| 6 | have that opportunity to go there today. |
| 7 | For some reason, they've opted at |
| 8 | least some of them, have opted to stay |
| 9 | at the Isle. Maybe they feel more |
| 10 | comfortable; maybe we offer something |
| 11 | they like better at our place than they |
| 12 | do at, perhaps, at competitors' places. |
| 13 | But we're trying to expounds on all of |
| 14 | that; we're trying to tell customers |
| 15 | what we have, that we have great |
| 16 | customer service. We're in the process |
| 17 | of redoing two of our restaurants to new |
| 18 | themes because you know, look at me. |
| | |

| 19 | I love food. You know, show me a good |
|----|--|
| 20 | restaurant, and I'll be there, whether |
| 21 | it's in a casino or not. And I think |
| 22 | that's true for so many people. |
| 23 | So your food product, your |
| 24 | entertainment product, we've got a nice |
| 25 | hotel product; we've got some great |
| | 76 |
| 1 | gaming. We just have to tell people |
| 2 | that we're out there. We need to clean |
| 3 | the place up, which I'm in the process |
| 4 | of doing. It had gotten a little worn, |
| 5 | a little dirty. It needed a new coat of |
| 6 | paint, and it needed, you know, some |
| 7 | power washing here and there; but those |
| 8 | are things that naturally come about |
| 9 | when you're operating a facility. And |
| 10 | I'm totally and completely excited about |
| 11 | it, and, you know, if there's any |
| 12 | questions as Elizabeth or Janet had |
| 13 | just said, if there's any questions for |
| 14 | us, we're certainly here to take them |
| 15 | from you. |
| 16 | CHAIRMAN MORGAN: Okay. Any |
| 17 | questions? The only thing I'd make I |
| 18 | do want to ask you to improve on is your |
| 19 | procurement for minorities is |
| 20 | MR. BLOOM: Yes, sir. |
| 21 | CHAIRMAN MORGAN: down |

| 22 | significant, so of your voluntary |
|----|--|
| 23 | conditions. It's at 4 percent and |
| 24 | supposed to be at 10 percent. |
| 25 | MS. BOLES: And was that Grand |
| | 77 |
| 1 | Palais or St. Charles Gaming? |
| 2 | CHAIRMAN MORGAN: That's St. |
| 3 | Charles. |
| 4 | MR. BLOOM: It was both for that |
| 5 | matter, I'm sure. |
| 6 | CHAIRMAN MORGAN: Grand Palais is |
| 7 | okay, so it might be the way you're |
| 8 | carrying it on the books. |
| 9 | MR. BRADFORD: Mr. Chairman, I move |
| 10 | for approval of the license renewal. |
| 11 | CHAIRMAN MORGAN: Motion by |
| 12 | Mr. Bradford to approve the to adopt |
| 13 | the resolution |
| 14 | MAJOR MERCER: Second. |
| 15 | CHAIRMAN MORGAN: to renew the |
| 16 | license, seconded by Major Mercer. Will |
| 17 | you read the resolution into the record. |
| 18 | THE CLERK: On the 23rd day of |
| 19 | February 2010, the Louisiana Gaming |
| 20 | Control Board did, in a duly public |
| 21 | noticed meeting, consider the issue of |
| 22 | St. Charles Gaming Company, |
| 23 | Incorporated, doing business as Isle of |
| 24 | Capri-Lake Charles, license renewal; and |
| | |

| 25 | upon motion duly made and seconded, the |
|----|--|
| | 78 |
| 1 | Board adopted the following resolution: |
| 2 | Be it resolved that the riverboat casino |
| 3 | license of St. Charles Gaming Company |
| 4 | d/b/a Isle of Capri Lake Charles, be |
| 5 | renewed for a term of five years |
| 6 | commencing on March 29th, 2010, subject |
| 7 | to all conditions previously placed upon |
| 8 | this license. |
| 9 | CHAIRMAN MORGAN: Okay, roll call, |
| 10 | please. |
| 11 | THE CLERK: Major Mercer? |
| 12 | MAJOR MERCER: Yes. |
| 13 | THE CLERK: Miss Rogers? |
| 14 | MS. ROGERS: Yes. |
| 15 | THE CLERK: Mr. Bradford? |
| 16 | MR. BRADFORD: Yes. |
| 17 | THE CLERK: Mr. Jones? |
| 18 | MR. JONES: Yes. |
| 19 | THE CLERK: Mr. Stipe? |
| 20 | MR. STIPE: Yes. |
| 21 | THE CLERK: Mr. Juneau? |
| 22 | MR. JUNEAU: Yes. |
| 23 | THE CLERK: Mr. Singleton? |
| 24 | MR. SINGLETON: Yes. |
| 25 | THE CLERK: Mr. Berthelot? |
| | 79 |

1 MR. BERTHELOT: Yes.

| 2 | THE CLERK: Chairman Morgan? |
|----|--|
| 3 | CHAIRMAN MORGAN: Yes. |
| 4 | MS. BOLES: Thank you very much. |
| 5 | MR. BLOOM: Thank you very much. |
| 6 | It's a pleasure. |
| 7 | B. Consideration of renewal of the riverboat |
| 8 | license of Belle of Orleans, L.L.C., d/b/a |
| 9 | Amelia Belle Casino |
| 10 | CHAIRMAN MORGAN: The next matter |
| 11 | is: Consideration of renewal of the |
| 12 | riverboat license of Belle of Orleans, |
| 13 | LLC, doing business as Amelia Belle |
| 14 | Casino. |
| 15 | MR. THOMPSON: Mr. Chairman, again, |
| 16 | Buddy Thompson, Assistant Attorney |
| 17 | General. With me is State Police |
| 18 | Trooper Donnie Guitreaux and Auditor |
| 19 | Maggie Malone. Also present are |
| 20 | representatives of Belle of Orleans, |
| 21 | L.L.C., d/b/a Amelia Belle. |
| 22 | We're here in the matter of the |
| 23 | renewal of the riverboat license of |
| 24 | Belle of Orleans, LLC, d/b/a Amelia |
| 25 | Belle, located in Amelia, Louisiana. |
| | 80 |
| 1 | Again, as you're aware, riverboat |
| 2 | licenses are issued for five-year terms. |
| 3 | The license of Belle of Orleans, LLC, is |
| 4 | set to expire March 24th of this year |
| | |

| 5 | and is now up for renewal. |
|---|----------------------------|
|---|----------------------------|

| · |
|--|
| At this time, Auditor Maggie Malone |
| will present her findings to the Board. |
| MS. MALONE: Good morning, Chairman |
| Morgan and Board Members. My name is |
| Maggie Malone with Louisiana State |
| Police Gaming Audit Section. |
| Peninsula Gaming acquired this |
| casino on October 22nd, 2009, from |
| Columbia Properties, a subsidiary of |
| Wimar. We focused most of our comments |
| and analysis on Amelia Belle's current |
| and future operations, but I'll briefly |
| go through a few significant events |
| involving this license over the last |
| five years. |
| After the license was renewed in |
| February 2005, Wimar acquired the |
| property in June of that year. Casino |
| operation ceased in August 2005 after |
| Hurricane Katrina severely damaged that |
| 81 |
| vessel. Wimar repaired the casino, and |
| after obtaining Board approval, began |
| operating the newly restored casino as |
| Amelia Belle on May 18, 2007, at its |
| current location in Amelia. Wimar |
| operated Amelia Belle until transferring |
| it to Peninsula Gaming. |
| |

| 8 | As is described on page four, Amelia |
|----|--|
| 9 | Belle's location is geographically |
| 10 | remote to other gaming markets, and it |
| 11 | is the third lowest revenue producing |
| 12 | property in the state. As shown on |
| 13 | pages six through ten, Amelia Belle has |
| 14 | participated and continues to |
| 15 | participate in several intercompany |
| 16 | transactions daily and monthly, first |
| 17 | with Wimar and currently with Peninsula |
| 18 | Gaming. These transactions include |
| 19 | management agreements, consulting |
| 20 | agreements, daily cash transfers, |
| 21 | settlement distributions and |
| 22 | intercompany writeoffs. |
| 23 | As detailed on page 11, Peninsula |
| 24 | Gaming invests a total of \$3.6 million |
| 25 | in slot machines and other capital |
| | 82 |
| 1 | improvements in 2009, and plans an |
| 2 | additional \$3.9 million in 2010 for a |
| 3 | total of \$7.5 million. Peninsula Gaming |
| 4 | also plans \$2 million in maintenance |
| 5 | capital expenditures for 2010 through |
| 6 | 2012. |
| 7 | Amelia Belle has in place an |
| 8 | agreement with St. Mary Parish. In |
| 9 | addition, Amelia Belle owns and leases |
| 10 | property as described on pages 12 |

| 11 | through 14. These agreements were all |
|----|--|
| 12 | assumed without change when Peninsula |
| 13 | Gaming acquired Amelia Belle. |
| 14 | In conclusion, no financial issues |
| 15 | came to our attention to preclude the |
| 16 | Board from approving the Amelia Belle |
| 17 | license for a period of five years |
| 18 | effective March 24th, 2010. |
| 19 | MR. THOMPSON: State Police Trooper |
| 20 | Donnie Guitreaux will now present his |
| 21 | findings to the Board. |
| 22 | TROOPER GUITREAUX: Good morning, |
| 23 | Senior Trooper Donnie Guitreaux with the |
| 24 | State Police Gaming Enforcement |
| 25 | Division. I conducted the suitability |
| | 83 |
| 1 | investigations regarding the license |
| 2 | renewal of Peninsula Gaming, d/b/a |
| 3 | Amelia Belle Casino. |
| 4 | Updated suitability background |
| 5 | investigations were conducted on |
| 6 | Peninsula Gaming, associated companies |
| 7 | and key personnel. This consisted of |
| 8 | inquiries to Federal, State and local |
| 9 | law enforcement agencies, computerized |
| 10 | criminal history databases, financial |
| 11 | and civil institutions and gaming |
| 12 | regulatory agencies. Tax clearances |
| 13 | were obtained from the Internal Revenue |
| | |

| 14 | Service and the Louisiana Department of |
|----|--|
| 15 | Revenue to ensure the applicants are |
| 16 | current in their tax filings. |
| 17 | During the suitability background |
| 18 | investigations, I discovered no |
| 19 | information which would adversely affect |
| 20 | the suitability of the applicants. |
| 21 | MR. THOMPSON: Mr. Chairman, a |
| 22 | review of the file compiled as a result |
| 23 | of the investigation conducted by State |
| 24 | Police revealed no information that |
| 25 | would preclude the renewal of the |
| | 84 |
| 1 | license of Belle of Orleans, LLC, d/b/a |
| 2 | Amelia Belle. I prepared a suggested |
| 3 | resolution authorizing the renewal of |
| 4 | the license until March the 24th, 2015, |
| 5 | if the Board approves the renewal. |
| 6 | We'd be happy to answer any |
| 7 | questions, and we do have |
| 8 | representatives of the Belle of Orleans |
| 9 | here to give a presentation to the |
| 10 | Board. |
| 11 | CHAIRMAN MORGAN: Any questions for |
| 12 | State Police or the Attorney General? |
| 13 | Mr. Stipe. |
| 14 | MR. STIPE: Condition 27 has got a |
| 15 | minimum wage that maybe is different. |
| 16 | CHAIRMAN MORGAN: Yeah. We need to |

| 17 | address those unilaterally, so we're |
|----|--|
| 18 | going to take them up, I think, at a |
| 19 | separate time. Right, Leonce? |
| 20 | MR. GUITREAUX: And I'll address |
| 21 | that real quick. On the conditions |
| 22 | that what we tried to do here was |
| 23 | as you can see from the little memo I |
| 24 | sent, was this licensee had a bunch of |
| 25 | conditions on separate documents all |
| | 85 |
| 1 | placed on it, so we tried to consolidate |
| 2 | it all into one document and eliminate |
| 3 | those that have been met since they've |
| 4 | been licensed. What we didn't want to |
| 5 | do was make substantive changes because |
| 6 | all the original conditions reflect some |
| 7 | of those same things, so our plan is |
| 8 | as we address a lot of these procurement |
| 9 | issues, is to address generalizing |
| 10 | and updating all of those conditions for |
| 11 | all licensees at one time. |
| 12 | CHAIRMAN MORGAN: Good catch. |
| 13 | MR. STIPE: Good thing Mr. Bradford |
| 14 | pointed it out to me. |
| 15 | CHAIRMAN MORGAN: You get credit. |
| 16 | All right. Any questions? All right. |
| 17 | We'll hear from the licensee. Do your |
| 18 | law students get to grade you on your |
| 19 | presentation? |

| 20 | MR. WEST: I guess. |
|----|--|
| 21 | CHAIRMAN MORGAN: Thumbs up or |
| 22 | thumbs down. Y'all let him know what |
| 23 | y'all do. |
| 24 | MR. WEST: I told them to grade Miss |
| 25 | Boles on her presentation. Thank you, |
| | 86 |
| 1 | Chairman and Board Members. My name is |
| 2 | Paul West. I represent Belle of Orleans |
| 3 | and Peninsula Gaming. We were just here |
| 4 | before you in October, so we don't want |
| 5 | to rehash all that we rehashed or hashed |
| 6 | in October, but we're certainly |
| 7 | available to answer any questions. We |
| 8 | have pretty much the entire management |
| 9 | team from Peninsula with us. On my |
| 10 | right is Mr. Brent Stevens, who is the |
| 11 | CEO. Behind me is Jonathan Swain who is |
| 12 | the COO, and Natalie Schramm who is a |
| 13 | CFO, and also to my left is Mr. Bruce |
| 14 | Willis who is the general manager of the |
| 15 | property. |
| 16 | So at this point, I'll turn it over |
| 17 | to Mr. Stevens to make a few comments. |
| 18 | MR. STEVENS: Thank you, Paul. |
| 19 | Chairman Morgan, Members of the Board, |
| 20 | my name is Brent Stevens, Chief |
| 21 | Executive Officer and Chairman of the |
| 22 | Board of Peninsula Gaming. We, as Miss |
| | |

| 23 | Maggie Malone just shared with you, |
|----|--|
| 24 | closed on our acquisition of Amelia |
| 25 | Belle on October 22nd. October 23 was |
| | 87 |
| 1 | our first day, that was exactly a few |
| 2 | months ago, to begin our operation of |
| 3 | the Amelia Belle. |
| 4 | Candidly, we have been very focused |
| 5 | on the renovation, first and foremost. |
| 6 | As a condition of our license, in |
| 7 | addition to the \$103 million that we |
| 8 | spent to acquire the Amelia Belle from |
| 9 | Columbia Properties, we agreed that we |
| 10 | would spend an additional \$6 million in |
| 11 | renovation: Slot floor layout, paint, |
| 12 | et cetera. To date we've actually spent |
| 13 | or are scheduled to spend just under \$8 |
| 14 | million. The excess is really about |
| 15 | what the customer sees. |
| 16 | We're frankly, we're operating in |
| 17 | a market and in an environment where |
| 18 | you've heard from a number of other |
| 19 | operators who presented to you today and |
| 20 | in the month's past, that is frankly, |
| 21 | it's historic, and our customers, |
| 22 | frankly, are really feeling it. The |
| 23 | customer, in our opinion, needs a sense |
| 24 | of value. They need a sense of walking |
| 25 | in the door and feeling like we care; |

| | 88 |
|----|--|
| 1 | and so to spend that extra capital is a |
| 2 | wise, long-term investment, and we're |
| 3 | also happy to make it. And it really |
| 4 | transcends what we do as a company in |
| 5 | all of our properties, the most notable |
| 6 | which you're aware of which is the |
| 7 | capital we're spending at Evangeline |
| 8 | Downs. |
| 9 | So we spent \$8 million. The |
| 10 | renovation was completed in January, |
| 11 | January 25th to be exact. The |
| 12 | sequential revenue has been, you know, |
| 13 | very negative in November. I think the |
| 14 | comp to the prior year was mid 30's |
| 15 | down, December about 30 percent; January |
| 16 | we just heard was down 22 percent; |
| 17 | February we're actually very, very |
| 18 | optimistic. We're tightening that |
| 19 | spread. It still will be negative, but |
| 20 | it is much less negative than what we |
| 21 | had experienced during the renovation |
| 22 | process. You know, in addition to the |
| 23 | macros, you can imagine a customer |
| 24 | walking onto our floor, and the third |
| 25 | floor is completely shut and the |
| | 89 |
| 1 | bathrooms are being completely |
| | |

2 renovated, paint is being done, and

88

| 3 | there's electrical going on on all of |
|----|--|
| 4 | the side walls. It's a pretty |
| 5 | challenging operating environment, but |
| 6 | that's now behind us. |
| 7 | As we look forward, it is about the |
| 8 | customer. It is about our employee; |
| 9 | it's about local community, and we are |
| 10 | prepared to invest in all of those |
| 11 | aspects of our business, because |
| 12 | frankly, it's smart business. And we're |
| 13 | very optimistic about Amelia Belle long |
| 14 | term. We'd love to see offshore rig |
| 15 | count get back into the low 100s, where |
| 16 | it was when we had originally agreed to |
| 17 | purchase the Amelia Belle. It's making |
| 18 | progress, but we're not there yet. We |
| 19 | need some natural gas pricing to come |
| 20 | up, and we're hopeful that we can see |
| 21 | that or see some alternative forms of |
| 22 | employment in our community. Thank you |
| 23 | very much. |
| 24 | UNIDENTIFIED SPEAKER: Morning, Mr. |
| 25 | Chairman, fellow board members. Thank |
| | 90 |
| 1 | you for allowing me to appear before you |
| 2 | today. I would just like to elaborate a |
| 3 | little bit on what Mr. Stevens said. In |
| 4 | terms of, you know, our support for the |
| 5 | community and the support that we've |

| 6 | gotten from the corporate office while |
|----|--|
| 7 | under the previous ownership, we did |
| 8 | have a double support; but under the new |
| 9 | ownership, the organization is certainly |
| 10 | more focused on our operation, and I'm |
| 11 | very confident that with that support |
| 12 | that we're going to continue to be |
| 13 | successful, even more successful than |
| 14 | we've been in the past. |
| 15 | We continue to focus on providing a |
| 16 | positive impact on our community. One |
| 17 | of the things that I am particularly |
| 18 | happy about is the fact that of the |
| 19 | eight directors that we have, our senior |
| 20 | managers, three of them grew up 30 miles |
| 21 | from the organization, and seven of the |
| 22 | eight grew up less than 75 miles from |
| 23 | the organization. So, you know, the |
| 24 | whole idea of casino gaming in the State |
| 25 | of Louisiana was to provide a benefit to |
| | 91 |
| 1 | the residents, and that's something that |
| 2 | we're certainly focused on, as well as |
| 3 | providing a pleasurable experience to |
| 4 | our customers. |
| 5 | MR. WEST: Mr. Chairman, one of the |
| 6 | conditions, Exhibit A to the conditions, |
| 7 | is the setting up of a compliance |
| 8 | committee. Two of the members of the |
| | |

| 9 | compliance committee are here, and I |
|----|--|
| 10 | think Mr. Oxley would just like to |
| 11 | explain to you what the compliance |
| 12 | committee has done and hopefully some of |
| 13 | the benefits we have seen come from the |
| 14 | compliance committee. Mr. Brantley and |
| 15 | Mr. Sibley and Mr. Oxley would give that |
| 16 | presentation, if you'd like to hear |
| 17 | about it. |
| 18 | CHAIRMAN MORGAN: One second. Let's |
| 19 | entertain if we have any questions from |
| 20 | you folks, but, again, on a procurement, |
| 21 | across the board you need improvement |
| 22 | drastically. So I'll be interested in |
| 23 | maybe getting something in writing on |
| 24 | how you plan to address that in the |
| 25 | future. |
| | 92 |
| 1 | MR. WEST: Two things on that, if I |
| 2 | could. One, that fourth quarter is a |
| 3 | little skewed because they spent so much |
| 4 | money, and when you buy security systems |
| 5 | and slot machines, you're not buying |
| 6 | them in Morgan City, so your Louisiana |
| 7 | procurement goes down, which skews your |
| 8 | minority and your women. |
| 9 | Also, if you look at the minority |
| 10 | procurement and compared it to other |
| 11 | properties, it's way up there at |

| 12 | 40 percent. That 40 percent was put in |
|--|--|
| 13 | place when this boat was supposed to be |
| 14 | at the Julia Street wharf in downtown |
| 15 | New Orleans, and now here it is in |
| 16 | Morgan City. Like every boat, it's |
| 17 | different conditions. There are goals |
| 18 | that have to be met, and the Amelia |
| 19 | Belle is striving to make all of its |
| 20 | goals, but there are as with every |
| 21 | licensee, there are some reasons that |
| 22 | those numbers are skewed now and again. |
| 23 | CHAIRMAN MORGAN: Well, the Board |
| 24 | would entertain, if you petition, to |
| 25 | adjust those that reflects the |
| | 93 |
| | |
| 1 | demographics of the area. |
| 1 2 | demographics of the area. MR. WEST: And we wanted to get this |
| | |
| 2 | MR. WEST: And we wanted to get this |
| 2 3 | MR. WEST: And we wanted to get this behind us before we started broaching |
| 2 3 4 | MR. WEST: And we wanted to get this behind us before we started broaching those subjects, but we will get you |
| 2 3 4 5 | MR. WEST: And we wanted to get this behind us before we started broaching those subjects, but we will get you something in writing about all of those |
| 2 3 4 5 6 | MR. WEST: And we wanted to get this behind us before we started broaching those subjects, but we will get you something in writing about all of those things. |
| 2 3 4 5 6 7 | MR. WEST: And we wanted to get this behind us before we started broaching those subjects, but we will get you something in writing about all of those things. CHAIRMAN MORGAN: The other point to |
| 2 3 4 5 6 7 8 | MR. WEST: And we wanted to get this behind us before we started broaching those subjects, but we will get you something in writing about all of those things. CHAIRMAN MORGAN: The other point to make is myself and Mr. Stipe had the |
| 2 3 4 5 6 7 8 9 | MR. WEST: And we wanted to get this behind us before we started broaching those subjects, but we will get you something in writing about all of those things. CHAIRMAN MORGAN: The other point to make is myself and Mr. Stipe had the opportunity to go to the Evangeline |
| 2 3 4 5 6 7 8 9 10 | MR. WEST: And we wanted to get this behind us before we started broaching those subjects, but we will get you something in writing about all of those things. CHAIRMAN MORGAN: The other point to make is myself and Mr. Stipe had the opportunity to go to the Evangeline Downs and was very impressed by the |
| 2 3 4 5 6 7 8 9 10 11 | MR. WEST: And we wanted to get this behind us before we started broaching those subjects, but we will get you something in writing about all of those things. CHAIRMAN MORGAN: The other point to make is myself and Mr. Stipe had the opportunity to go to the Evangeline Downs and was very impressed by the operation and the capital investment you |

| 15 | Miss Rogers and Mr. Berthelot and maybe |
|----|--|
| 16 | a few other board members, as long as we |
| 17 | have a quorum, plan to go to Amelia |
| 18 | MR. STEVENS: Love to have you. |
| 19 | CHAIRMAN MORGAN: probably in the |
| 20 | next 30 days. |
| 21 | MR. STEVENS: Great. |
| 22 | CHAIRMAN MORGAN: Okay. Any |
| 23 | questions? Okay. Let's get Beaver. |
| 24 | MR. BRANTLEY: Mr. Chairman, Members |
| 25 | of the Board, my name is Joseph Beaver |
| | 94 |
| 1 | Brantley. I'm co-regulatory counsel for |
| 2 | Peninsula Gaming, Evangeline Downs and |
| 3 | Amelia Belle in Louisiana. |
| 4 | To my right is Terry Shirley; to my |
| 5 | left is Mark Oxley. They comprise two |
| 6 | of the three members of the regulatory |
| 7 | compliance committee, which was a |
| 8 | condition for the issuance of the |
| 9 | approval for the acquisition of the |
| 10 | Amelia Belle. We formed the compliance |
| 11 | committee. The management of Peninsula |
| 12 | Gaming, along with counsel felt it would |
| 13 | be very, very important to have people |
| 14 | that had significant experience not only |
| 15 | on the regulatory side, but on the |
| 16 | business side or the industry side of |
| 17 | compliance and regulation. And we chose |
| | |

| 18 | two people who have experience on both |
|----|--|
| 19 | of those sides; one who has significant |
| 20 | experience on the regulatory side, |
| 21 | Mr. Oxley, who I fondly refer to as Sean |
| 22 | Payton; and on the other side, |
| 23 | Mr. Shirley, who I fondly refer to as |
| 24 | Jeremy Shockey. |
| 25 | With that, I'd like to turn it over |
| | 95 |
| 1 | to Mark Oxley for his presentation. |
| 2 | MR. OXLEY: Thank you, Beaver. Mr. |
| 3 | Chairman, Members, we appreciate this |
| 4 | opportunity to provide some brief |
| 5 | insights into our compliance committee. |
| 6 | It's a new committee, young as Beaver |
| 7 | calls us, and we wish it were so. But |
| 8 | we have had two meetings; and we worked |
| 9 | very closely with the compliance |
| 10 | directors at the two properties, and our |
| 11 | goal, of course, is compliance with the |
| 12 | rules, regulations and statutes. And we |
| 13 | want to do that to the satisfaction of |
| 14 | the regulators and also to the full |
| 15 | expectation of the people of the state, |
| 16 | the gaming and the nongaming citizens. |
| 17 | We intend to accomplish this on the |
| 18 | one hand through efficient training and |
| 19 | oversight, naturally; employees and |
| 20 | properties and, also, through a |

| hand, with this board, with the Gaming Division; and we are well along in that direction by the way, and I'm going to make a couple points about that in a 96 moment. Our aim is to preempt violations in as much as it's possible, first through | 5 |
|--|----|
| 24 direction by the way, and I'm going to 25 make a couple points about that in a 96 1 moment. 2 Our aim is to preempt violations in | |
| 25 make a couple points about that in a 96 1 moment. 2 Our aim is to preempt violations in | |
| 96 1 moment. 2 Our aim is to preempt violations in | |
| moment. Our aim is to preempt violations in | |
| 2 Our aim is to preempt violations in | |
| | |
| 3 as much as it's possible, first through | |
| | |
| 4 the functions of the properties and nex | t |
| 5 through frequent consultation, | |
| 6 interaction with the regulatory agents | |
| 7 and auditors. Our hope, as well, is to | |
| 8 simultaneously present an example, a | |
| 9 model, if you will, for the industry to | |
| 10 emulate. | |
| 11 Some discussions or rather some | |
| 12 items and subjects that come up during | 2 |
| 13 discussions which have been typical of | |
| 14 our first two meetings and by the | |
| 15 way, the majority of these issues | |
| 16 naturally stem from the weekly and | |
| 17 monthly compliance meetings at the | |
| | |
| 18 properties conducted by Miss Natalie | |
| properties conducted by Miss NatalieGuillory and Miss Ruby Mayes. But wh | at |
| | at |
| 19 Guillory and Miss Ruby Mayes. But wh | at |
| Guillory and Miss Ruby Mayes. But wh we address naturally are the SARs and | |

| 24 | course; updates of SOPs; employee |
|----|-----------------------------------|
|----|-----------------------------------|

25 training and testing; reports on

| 9 | 7 |
|---|---|
| | |

| 1 | compulsive gaming classes; underaged |
|----|--|
| 2 | access prevention and enforcement; |
| 3 | visitor vendor excluded list and key |
| 4 | watcher alarm protocols; initiatives for |
| 5 | enhancing internal communications, but |
| 6 | particularly with this committee, those |
| 7 | with State Police, the Gaming Control |
| 8 | Board and, of course, also the industry |
| 9 | associations; dialogue with the |
| 10 | Louisiana Casino Association with regard |
| 11 | to as was pointed out by the |
| 12 | Chairman, specifically relating to |
| 13 | definitions about employee and |
| 14 | procurement standards and practices and |
| 15 | minority business programs. |
| 16 | Other issues: Reiteration of |
| 17 | call-tree protocols for reporting issues |
| 18 | and emergencies to the State Police and |
| 19 | to the State Gaming Control Board and |
| 20 | most recently in dialogue concerning |
| 21 | installation of a compliance hotline for |
| 22 | employees to encourage this preemptive |
| 23 | preventative approach to compliance. |
| 24 | If I may, Mr. Chairman and Members, |
| 25 | I would like to close with two |
| | |

| 1 | priorities, two items that we'd like to |
|----|--|
| 2 | put particular emphasis on: Both the |
| 3 | Amelia Belle and the Evangeline |
| 4 | Racetrack & Casino have voluntarily |
| 5 | raised the benchmark for successful |
| 6 | completion of employee quarterly |
| 7 | training or testing, rather, from the |
| 8 | industry standard of 80 percent to a |
| 9 | company mandate of 95 percent. In the |
| 10 | last testing cycle, all employee met or |
| 11 | exceeded this new self-imposed standard. |
| 12 | The second that I would like to |
| 13 | bring to your attention is the liaison |
| 14 | between representatives of the Amelia |
| 15 | Belle and Evangeline Downs and members |
| 16 | of the Gaming Enforcement Division. |
| 17 | This is operating at a greater level |
| 18 | than ever before and a greater level of |
| 19 | efficiency, as well. Mutually |
| 20 | supportive on-site and telephonic and |
| 21 | electronic communications are routine, |
| 22 | ongoing, and the weekly and monthly |
| 23 | meetings at the properties are regularly |
| 24 | attended by troopers and auditors, and |
| 25 | our quarterly meetings with the |
| | 99 |
| 1 | compliance committee have been attended |
| 2 | by State Police supervisory staff and |
| 3 | the supervisor auditors |

3 the supervisor auditors.

| 4 | We're very proud of that liaison, |
|----|--|
| 5 | and both parties, not to speak for State |
| 6 | Police and Lieutenant Trahan and |
| 7 | Michelle here, but we believe that |
| 8 | together we will achieve the enhanced |
| 9 | compliance and the smoother operation |
| 10 | that we all seek. Naturally, the full |
| 11 | compliance partnership is further |
| 12 | defined and completed by means of the |
| 13 | Gaming Control Board, and to that end, |
| 14 | we present ourselves to you today for |
| 15 | affiliation, for advice and such |
| 16 | instruction as you may have. Thank you. |
| 17 | CHAIRMAN MORGAN: Thank you. |
| 18 | Anything else? |
| 19 | MR. BRANTLEY: No. If you have any |
| 20 | questions that was |
| 21 | CHAIRMAN MORGAN: Well, it's good to |
| 22 | see you all. It's good to have the |
| 23 | company taking it serious, compliance. |
| 24 | Hopefully there will be no more |
| 25 | violations coming forth. |
| | 100 |
| 1 | MR. BRANTLEY: I hope. |
| 2 | CHAIRMAN MORGAN: Not to mention |
| 3 | both of y'all used to be my boss at |
| 4 | State Police. Good thing you were good |
| 5 | bosses. |
| 6 | MR. BRANTLEY: The worm has turned. |

| 7 | CHAIRMAN MORGAN: All right. Any |
|----|--|
| 8 | other issues? There's a motion of the |
| 9 | Board, a resolution before the Board. |
| 10 | Is there a motion? |
| 11 | MR. BRADFORD: So moved. |
| 12 | CHAIRMAN MORGAN: Motion by Mr. |
| 13 | Bradford to adopt the resolution |
| 14 | approving the renewal. |
| 15 | MS. ROGERS: I second. |
| 16 | CHAIRMAN MORGAN: Seconded by |
| 17 | Miss Rogers. Roll call vote. Oh, read |
| 18 | into the record. I'm sorry. |
| 19 | THE CLERK: On the 23rd day of |
| 20 | February 2010, the Louisiana Gaming |
| 21 | Control Board did, in a duly noticed |
| 22 | public meeting, consider the issue of |
| 23 | the Belle of Orleans, LLC, d/b/a Amelia |
| 24 | Belle, license renewal, and by motion |
| 25 | duly made and seconded, the Board |
| | 101 |
| 1 | adopted the following resolution: Be it |
| 2 | resolved that the riverboat casino |
| 3 | license of Belle of Orleans, LLC, doing |
| 4 | business as Amelia Belle, be renewed for |
| 5 | a term of five years commencing |
| 6 | March 24th, 2010, subject to the |
| 7 | statement of conditions attached hereto |
| 8 | which supercedes and replaces any and |
| 9 | all previous conditions placed upon the |
| | |

| license of Belle of Orleans, LLC. |
|--|
| CHAIRMAN MORGAN: Okay. Roll call |
| vote. |
| THE CLERK: Major Mercer? |
| MAJOR MERCER: Yes. |
| THE CLERK: Miss Rogers? |
| MS. ROGERS: Yes. |
| THE CLERK: Mr. Bradford? |
| MR. BRADFORD: Yes. |
| THE CLERK: Mr. Jones? |
| MR. JONES: Yes. |
| THE CLERK: Mr. Stipe? |
| MR. STIPE: Yes. |
| THE CLERK: Mr. Juneau? |
| MR. JUNEAU: Yes. |
| THE CLERK: Mr. Singleton? |
| 102 |
| MR. SINGLETON: Yes. |
| THE CLERK: Mr. Berthelot? |
| MR. BERTHELOT: Yes. |
| THE CLERK: Chairman Morgan? |
| CHAIRMAN MORGAN: Yes. |
| Congratulations. |
| MR. STIPE: While you're here, we |
| want to echo what the Chairman said. |
| Your staff at Evangeline Downs is very |
| kind to give us a very detailed tour, |
| and it was very helpful to me. And I |
| appreciate it, and they were very |
| |

- 13 helpful to us. So we look forward to
- 14 working with them in the future.

15 VIII. PROPOSED SETTLEMENTS/APPEALS FROM HEARING

- 16 OFFICERS' DECISIONS
- 17 1. In Re: Lonnie Roy Beard d/b/a
- 18 Speckled Trout No. 120114730
- 19 (proposed settlement)
- 20 CHAIRMAN MORGAN: All right. We'll
- 21 move right on through to Item VIII,
- 22 Proposed Settlements and Appeals from
- 23 Hearing Officers' Decisions. Number
- 24 one, Lonnie Roy Beard doing business as
- 25 Speckled Trout. It was a proposed

103

- 1 settlement.
- 2 MS. PICHON: Good morning. You'll
- 3 have to excuse my voice. I'm from New
- 4 Orleans and still haven't recovered.
- 5 Nicolette Pichon, Assistant Attorney
- 6 General, representing the Office of
- 7 State Police in the matter of Lonnie Roy
- 8 Beard d/b/a Speckled Trout.
- 9 Speckled Trout is a video poker
- 10 licensee who failed to submit its annual
- 11 licensee form, annual licensee fee and
- 12 tax clearance certificates by the due
- 13 date of July 1st, 2009. Speckled Trout
- 14 did, however, submit all required
- 15 documentation and fees and became

| 16 | compliant on December 29th, 2009. |
|----|--|
| 17 | In lieu of a revocation of its video |
| 18 | gaming license, the parties have agreed |
| 19 | that Speckled Trout shall, pending Board |
| 20 | approval, submit a \$500 penalty to the |
| 21 | Division for its untimely remittance of |
| 22 | its annual licensee form, fee and tax |
| 23 | clearance certificates. I'll be happy |
| 24 | to answer any questions. |
| 25 | CHAIRMAN MORGAN: Any questions? Do |
| | 104 |
| 1 | we have a motion to approve the |
| 2 | settlement? |
| 3 | MR. JONES: So moved. |
| 4 | CHAIRMAN MORGAN: Motion by Mr. |
| 5 | Jones. |
| 6 | MR. JUNEAU: Second. |
| 7 | CHAIRMAN MORGAN: Second by |
| 8 | Mr. Juneau. Is there any opposition? |
| 9 | Hearing none, the settlement's approved. |
| 10 | 2. In Re: Cusimano Enterprises, LLC, d/b/a The |
| 11 | Italian Pie - No. 2600215666 (appeal) |
| 12 | CHAIRMAN MORGAN: Thank you. Item |
| 13 | two, this is an appeal, Cusimano |
| 14 | Enterprises doing business as The |
| 15 | Italian Pie. Are they here? Is anyone |
| 16 | here from Cusimano's? |
| 17 | Go ahead and do an introduction and |
| 18 | a statement of the case. |

| 19 | MS. PICHON: Nicolette Pichon, |
|----|---|
| 20 | Assistant Attorney General, representing |
| 21 | the Office of State Police in the matter |
| 22 | of Cusimano Enterprises, LLC, d/b/a The |
| 23 | Italian Pie. |
| 24 | In this case, this licensee failed |
| 25 | to attend the Compulsive Gambling |
| | 105 |
| 1 | Training Program. Four classes were |
| 2 | actually offered at 10:00 a.m. and |
| 3 | 2:00 p.m. on March 18th, 2009, and |
| 4 | June 17th, 2009. No one from the |
| 5 | company attended. |
| 6 | A hearing was set on December 16th, |
| 7 | 2009, and Hearing Officer Brown did |
| 8 | assess a \$500 penalty for the failure to |
| 9 | attend the training program. |
| 10 | CHAIRMAN MORGAN: Okay. Is there a |
| 11 | motion? |
| 12 | MAJOR MERCER: I move we approve the |
| 13 | hearing officer. |
| 14 | CHAIRMAN MORGAN: Motion to approve |
| 15 | the hearing officer's decision by Major |
| 16 | Mercer. Is there a second? |
| 17 | MR. BERTHELOT: Second. |
| 18 | CHAIRMAN MORGAN: Mr. Berthelot. |
| 19 | Any objection? Hearing none, the |
| 20 | hearing officer's decision is affirmed. |
| 21 | MS. PICHON: Thank you. |
| | |

- 22 3. In Re: J.O.D., Inc., d/b/a The Bar -
- 23 2600111964; 717 Granite, LLC, d/b/a Pravda -
- 24 No. 3601215288; JMG of Crescent City, L.L.C.,
- 25 d/b/a The Hangar New Orleans No. 3601115352
- 106 1 (appeal) 2 CHAIRMAN MORGAN: Item three, J.O.D, 3 Incorporated, d/b/a The Bar. Is anyone 4 here from J.O.D, Incorporated, doing 5 business as The Bar, and JMG Crescent City? They took the appeal. Briefly 6 7 introduce it for the record. 8 MR. TYLER: Thank you very much. 9 Chairman Morgan, Members of the Board, 10 I'm Assistant Attorney General, Michael 11 Tyler, appearing on behalf of the 12 Division in the appeal of the matter of 13 J.O.D., Incorporated, d/b/a The Bar; 717 14 Granite, LLC, d/b/a Pravda; and JMG of 15 Crescent City, LLC, d/b/a The Hangar New 16 Orleans. 17 The opposing party took an appeal of 18 the decision that was issued by the 19 hearing officer wherein he found the 20 principal person, Jason Jamay (phonetic) 21 unsuitable for failing to disclose 22 matters on his personal history 23 questionnaire. Those matters were 24 criminal matters; and, therefore, based

| 25 | upon that, he revoked the license of |
|----|---|
| | 107 |
| 1 | J.O.D., Inc., d/b/a The Bar and denied |
| 2 | the applications the original |
| 3 | applications of 717 Granite, LLC, d/b/a |
| 4 | Pravda and JMG of Crescent City, LLC, |
| 5 | d/b/a The Hangar New Orleans. |
| 6 | CHAIRMAN MORGAN: Okay. Is there a |
| 7 | motion to affirm the hearing officer's |
| 8 | decision? |
| 9 | MR. STIPE: I'll move. |
| 10 | CHAIRMAN MORGAN: Motion by Mr. |
| 11 | Stipe. Seconded by? |
| 12 | MAJOR MERCER: I'll second. |
| 13 | CHAIRMAN MORGAN: You'll do it? |
| 14 | Major Mercer. Is there any objection? |
| 15 | Hearing none, it's affirmed. |
| 16 | 4. In Re: Heidi's Cafe, LLC, d/b/a Heidi's Cafe |
| 17 | - No. 3601215690 (appeal) |
| 18 | CHAIRMAN MORGAN: And then the last |
| 19 | is Heidi's Cafe doing business as |
| 20 | Heidi's Cafe. So people have an appeal, |
| 21 | and they don't show up. Okay. Anyone |
| 22 | from Heidi's? |
| 23 | MS. BROWN: Chairman Morgan, Board |
| 24 | Members, I'm Mesa Brown, Assistant |
| 25 | Attorney General, appearing on behalf of |
| | 108 |
| 1 | the Division in the matter of Heidi's |

| 2 | Cafe, LLC, d/b/a Heidi's Cafe. |
|----|---|
| 3 | Here the law requires licensees to |
| 4 | attend all hearings, meetings, seminars |
| 5 | and training sessions required by the |
| 6 | Division. The licensee was given notice |
| 7 | of this requirement at the time that the |
| 8 | license was issued. The licensee had |
| 9 | the opportunity to attend classes on |
| 10 | December 17th of 2008; March 18th 2009; |
| 11 | and June 17th of 2009. The licensee did |
| 12 | not have anyone attend the class until |
| 13 | October 7th, 2009, after the |
| 14 | administrative action was initiated. |
| 15 | The notice was signed on September 15th. |
| 16 | The hearing officer ordered the |
| 17 | licensee to pay a \$500 penalty, which is |
| 18 | consistent with previous violations |
| 19 | committed by other licensees for failure |
| 20 | to timely attend training classes. The |
| 21 | Division asks that you affirm the |
| 22 | Hearing Officer's decision ordering |
| 23 | Heidi's Cafe to pay a \$500 penalty. |
| 24 | CHAIRMAN MORGAN: Any questions? Is |
| 25 | there a motion? |
| | 109 |
| 1 | MR. JONES: So moved. |
| 2 | CHAIRMAN MORGAN: Moved by Mr. Jones |
| 3 | to affirm the Hearing Officer's |
| 4 | decision. |

| 5 MS. ROGERS: Se | econd. |
|----------------------------|-------------------------|
| 6 CHAIRMAN MO | RGAN: Seconded by Miss |
| 7 Rogers. Any object | ction? (No response.) |
| 8 Hearing none, it's | affirmed. |
| 9 IX. PUBLIC COMMENTS | |
| 10 CHAIRMAN MC | RGAN: Any comments? |
| 11 X. ADJOURNMENT | |
| 12 CHAIRMAN MC | RGAN: Do we have a |
| 13 motion to adjourn | n? By Major Mercer, |
| 14 seconded by Mr. | Bradford. Is there any |
| 15 objection? Hearing | ng none, we're |
| 16 adjourned. Thanl | k you. |
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| 24 | |
| 25 | |
| 110 | |
| 1 REPORTER'S P | AGE |
| 2 | |
| 3 I, SHELLEY PAROLA, C | Certified Shorthand |
| 4 Reporter, in and for the | State of Louisiana, the |
| 5 officer before whom thi | s sworn testimony was |
| 6 taken, do hereby state: | |
| | |

7 That due to the spontaneous discourse of this

| 8 | proceeding, where necessary, dashes () have been |
|----|--|
| 9 | used to indicate pauses, changes in thought, |
| 10 | and/or talkovers; that same is the proper method |
| 11 | for a Court Reporter's transcription of a |
| 12 | proceeding, and that dashes () do not indicate |
| 13 | that words or phrases have been left out of this |
| 14 | transcript; |
| 15 | That any words and/or names which could not |
| 16 | be verified through reference materials have been |
| 17 | denoted with the word "(phonetic)." |
| 18 | |
| 19 | |
| 20 | |
| 21 | |
| 22 | |
| 23 | |
| 24 | SHELLEY PAROLA |
| | Certified Court Reporter #96001 |
| 25 | Registered Professional Reporter |
| | 111 |
| 1 | STATE OF LOUISIANA |
| 2 | PARISH OF EAST BATON ROUGE |
| 3 | I, Shelley G. Parola, Certified Court |
| 4 | Reporter and Registered Professional Reporter, do |
| 5 | hereby certify that the foregoing is a true and |
| 6 | correct transcript of the proceedings in the |
| 7 | preceding matter on February 23, 2010, as taken by |
| 8 | me in Stenographic machine shorthand, complemented |
| 9 | with magnetic tape recording, and thereafter |

| 10 | reduced to transcript, to the best of my ability |
|----|--|
| 11 | and understanding, using Computer-Aided |
| 12 | Transcription. |
| 13 | I further certify that I am not an |
| 14 | attorney or counsel for any of the parties, that I |
| 15 | am neither related to nor employed by any attorney |
| 16 | or counsel connected with this action, and that I |
| 17 | have no financial interest in the outcome of this |
| 18 | action. |
| 19 | Baton Rouge, Louisiana, this 3rd day of |
| 20 | April, 2010. |
| 21 | |
| 22 | |
| 23 | SHELLEY G. PAROLA, CCR, RPR |
| | CERTIFICATE NO. 96001 |