

COMMONWEALTH OF PENNSYLVANIA

GAMING CONTROL BOARD

* * * * *

IN RE: PETITION FILED BY GREENWOOD GAMING AND
ENTERTAINMENT FOR DESIGNATION OF AN AREA TO CONDUCT A
POKER TOURNAMENT

* * * PUBLIC INPUT HEARING * * *

BEFORE: GREGORY C. FAJT, CHAIRMAN
Raymond S. Angeli, James B. Ginty,
Keith R. McCall, Anthony C. Moscato,
Gary A. Sojka, Kenneth I. Trujillo; Members
Christopher Craig, Representing Robert M.
McCord, State Treasurer
Robert Coyne, Representing Daniel P.
Meuser, Secretary of Revenue
Matthew Meals, Deputy Secretary of
Agriculture, Representing George Greig,
Secretary of Agriculture

HEARING: Tuesday, July 28, 2011
10:10 a.m.

LOCATION: State Museum
300 North Street
Harrisburg, PA 17120

WITNESS: Ari Mizrachi

Reporter: Cynthia Piro Simpson

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CHAIRMAN:

Good morning, everyone. I'm Greg Fajt, Chairman of the Pennsylvania Gaming Control Board. I'd like to ask everyone, as is our normal practice, if you could turn off any of your PDAs, Blackberries, cell phones, or put them on vibrate so they don't interfere with our communication system. I guess I better start by doing it myself. There we go.

Joining us today is Christopher Craig, representing Treasurer Rob McCord; Bob Coyne, representing our Revenue Secretary, Dan Meuser; and Matthew Meals, Deputy Secretary of Agriculture, representing Secretary Greig. Thank you all for being here today.

A quorum of the Board being present, I'll call today's meeting to order. And as first order of business, please join me in the Pledge of Allegiance.

PLEDGE OF ALLEGIANCE RECITED

CHAIRMAN:

The first matter of business before the Board today is a petition filed by Greenwood Gaming and Entertainment for designation of an area to conduct a poker tournament. I see that the folks from

1 Greenwood Gaming are here. And could I please have
2 you just initially introduce yourself? And any
3 non-lawyers who will be testifying today on your
4 behalf, if you could please stand for --- to be sworn
5 in. And then just don't start your presentation, but
6 I'll be back to you. Just please introduce
7 yourselves.

8 ATTORNEY KOHLER:

9 Chairman Fajt, I'm Alan Kohler from
10 Eckert Seamans, representing Greenwood Gaming and
11 Entertainment, Inc.

12 ATTORNEY SCHROEDER:

13 Chairman, I'm Bryan Schroeder, just a
14 General Counsel for Greenwood Gaming and
15 Entertainment.

16 MR. MIZRACHI:

17 Ari Mizrachi, Director of Table Game
18 Operations at Greenwood Gaming.

19 CHAIRMAN:

20 Okay. And are you a lawyer?

21 MR. MIZRACHI:

22 No.

23 CHAIRMAN:

24 Okay. Anybody testifying on behalf of
25 Greenwood Gaming, if you'd please stand for swearing

1 in.

2 -----

3 WITNESSES SWORN EN MASSE

4 -----

5 MR. MIZRACHI:

6 First name's Ari, A-R-I, last name
7 M-I-Z-R-A-C-H-I.

8 CHAIRMAN:

9 Great. Thank you. And with that,
10 Counselor, you may begin.

11 ATTORNEY KOHLER:

12 Thank you, Chairman Fajt. Good morning.
13 Good morning, Commissioners. I'm Alan Kohler with
14 Eckert Seamans. We're here this morning to seek
15 regulatory approval of the Parx Open Poker Classic.
16 You've been introduced to Bryan and Ari. Bryan is
17 going to do the presentation, which I believe you
18 have. Ari's here to answer any technical questions
19 you might have about the conduct of the tournament.
20 So with that, I am going to turn it over to Bryan and
21 we'll get moving.

22 ATTORNEY SCHROEDER:

23 Good morning, Chairman and Commissioners.
24 We are here today to discuss Parx Casino's Petition to
25 designate non-gaming floor space in our Parx East

1 building for our poker tournament, the Parx Open Poker
2 Classic. And you'll forgive me, I've used an acronym
3 for the last month and a half for this. It's POPC,
4 P-O-P-C. It makes it easier than all those words.

5 So the POPC is a major tournament series.
6 The design is for two prongs. One is to bring in
7 additional revenue to the State, and the second is to
8 attract poker players from outside the Pennsylvania-
9 New Jersey area to our facility.

10 It's going to run from August 10th to
11 August 24th. We anticipate approximately 5,000
12 additional guests to the casino for this 15-day event.
13 And we've cooperated onsite with our Casino Compliance
14 Supervisor and representatives regarding security
15 requirements and surveillance requirements.

16 And just to give you a sense of the
17 layout on the presentation, the third floor poker room
18 is made up of some fully automated electronic tables
19 and 61 poker tables that we have approved. And the
20 non-gaming space we seek to have approved for 30
21 tournament tables currently, right now, is being used
22 as a racing simulcast area. And it's used on live
23 race days only, so Friday, Saturday, Sunday, Monday at
24 Parx Casino, this is open for the horsemen to come.
25 There's simulcasting and there's tables and chairs.

1 In August for about four weeks, we close
2 live racing down at Parx, and this we saw as an
3 opportunity to use that space for this tournament,
4 POPC. And if you take a look at the slide ---. And
5 there's 30 tables there. In the area that we're going
6 to be using it for, there is a simulcast cashier area
7 that's --- the cashiers use. That's going to be for
8 poker registration when people come to buy-in.

9 And at that point --- you can move to the
10 next slide if you want --- we imagine in terms of the
11 general effect on racing to be nonexistent, because we
12 already have simulcast available on the first floor of
13 Parx Casino, in addition to our simulcast room in the
14 casino main building. So we have two areas for
15 simulcasting, one at Parx East and one at Parx Casino.

16 In terms of the tournament structure, I
17 guess I should probably handle the tables first since
18 they're the concrete part. We purchased 30 tables
19 from GPI Gaming Partners International. Those are
20 typical tournament tables with Board-approved felt.
21 They're designed --- no drop box or anything, just
22 designed for tournament. It's the same type that
23 Harrah's used for its tournament that was approved a
24 couple months ago.

25 The actual structure, I guess, to explain

1 POPC is it's 15 individual tournaments held over those
2 15 days, one tournament each day. And those
3 tournaments are all going to be Texas Hold'em, no
4 other variations, not Omaha, but just Texas Hold'em.
5 Some will be no limit, some will be limit.

6 And the buy-in --- total buy-in is going
7 to be from \$230 per person to \$2,000. And we've
8 broken that down to a buy-in, which would cover the
9 actual prizes awarded. That's from \$200 to \$1,850.
10 The entry fee, which would be the revenue generated
11 for the State, ranges from \$30 to \$150. And as an
12 example, our main event is on August 20th. That is a
13 \$1,850 buy-in and then a \$150 entry fee per person.
14 So that's the process.

15 And if you go to the next slide, this is
16 just a quick little schedule of the different types of
17 events we have and the different buy-ins. They range,
18 like I said, from \$200 buy-ins to \$1,850, and the
19 entry fee ranges from \$30 to \$150.

20 At that point I think we've pretty much
21 covered all this. I think the next step is just the
22 concerns regarding security and surveillance.
23 Security, what we've done is we have a security guard
24 stationed at each entrance, the initial entry to the
25 temporary space, and there's a side entrance in the

1 back. We've also added an additional security guard
2 full time near the registration area. So it's almost
3 as having two security officers at the entrance and
4 one security guard for the rooms. And there will be
5 food and drink available for purchase, and all the
6 chips in the poker area will be non-gaming.

7 Surveillance-wise we've added ten TTC
8 cameras and six fixed cameras to cover the room.
9 Also, importantly, we've added two PTC cameras at the
10 poker registration or the cashier --- the
11 simulcast/cashier area and two fixed cameras. And
12 we're going to have 24-hour surveillance coverage of
13 this area for the entire tournament process. Even
14 when the tournament's not going on, the cameras will
15 still be recording, visualizing while security --- or
16 surveillance are monitoring those cameras.

17 I guess staffing. Approximately 210
18 dealers were going to be used for this 15-day
19 tournament. 160 will come from our current staff.
20 Fifty (50) we'll be hiring from dealer schools and
21 possibly from competitors, and the dealers will
22 receive a regular gaming license, as is typical with
23 Department of Licensing.

24 And this final slide is just simply our
25 request. What we're asking for is the designation of

1 the non-gaming floor space to be used temporarily for
2 the poker tournament, actual authorization to conduct
3 a tournament. And the Board could designate an
4 employee who could help us make decisions on the
5 tournament as it works its way forward.

6 And finally, we'd hope this is the first
7 annual one. We would hope to offer it more than once
8 a year, tournaments in this space. So we would hope
9 that we could have the approval done in addition
10 future-wise for --- by delegated authority. It'd be
11 the same location, same floor plan. If something were
12 to change, we'd obviously come back here. But if we
13 just want to use the same space and the same floor
14 plan, we'd hope we could use that through delegated
15 authority.

16 And that's all I have in terms of my
17 presentation. We are available to answer any
18 questions that you may have about this.

19 CHAIRMAN:

20 Thank you. And before we have questions,
21 how about if we go to Office of Enforcement Counsel
22 for your presentation? Welcome, Mr. Miller.

23 ATTORNEY DALE MILLER:

24 We just have a few questions for Parx,
25 Mr. Chairman, if we may.

1 CHAIRMAN:

2 Absolutely.

3 ATTORNEY DALE MILLER

4 And I'll just ask the questions in
5 general, and then, Mr. Kohler, you can ask whoever
6 would be appropriate to respond to those questions.
7 Now, I understand that this is a 15-day tournament.
8 Do you anticipate any breaks during the tournament or
9 will it be 15 days straight? Will there be one day
10 for a break, or half a day or anything like that?

11 ATTORNEY KOHLER:

12 So as Bryan spoke, the tournament
13 consists of 15 individual events, so every day a new
14 tournament starts at noon. Some of those tournaments
15 last two days and will restart the next day at 2:00
16 p.m. Some will just end that night.

17 ATTORNEY DALE MILLER:

18 Okay. Now, I understand also that the
19 area that the tournament's going to be held in is the
20 normal simulcast area, but that there will be
21 simulcast available on the first floor of the casino.
22 Do you have any desire to publicize that? Are you
23 going to have signs for those horse betters who want
24 to utilize the simulcast facilities? How are you
25 going to make that known to the public that the

1 simulcast area will still be available?

2 ATTORNEY SCHROEDER:

3 We would make it known to the public
4 through our typical advertisement. But more
5 importantly, during this time of year this room is
6 never --- is not open to begin with, so there's ---.
7 No one would be up there to bet, because there's no
8 live racing. So the only time a horse could go up
9 there is when there's live racing. And in August
10 there's no live racing.

11 The horsemen are aware of it and most of
12 our patrons are, as well. But we also ---. When you
13 went to enter the casino, it's very clear we have
14 simulcasting there. And we would emphasize that to
15 our patrons and also advertise our new simulcast area
16 in Parx Casino's main building.

17 ATTORNEY DALE MILLER:

18 All right. Now, how soon after the
19 tournament ---? When a tournament ends, how soon do
20 you anticipate that you will rearrange the room and
21 get the poker room back in shape? Are we talking 24
22 hours? Are we talking an hour? Can you give us an
23 estimate?

24 ATTORNEY SCHROEDER:

25 Sure. The poker room's not changing.

1 The temporary space, Dale, just that space should be
2 converted back within two days. All the work ahead of
3 time is adding the cameras, all along those lines.
4 The actual tables will be broken down and the other
5 tables and chairs will be added --- put in, so within
6 two days, because we're having live racing three days
7 from then, August 27th. So we'll be ready to go with
8 live racing on the 27th. That room will be open and
9 ready to go for simulcast.

10 ATTORNEY DALE MILLER:

11 Now, how about the temporary cameras?
12 You're putting up a number of temporary cameras. Will
13 they be removed or do you anticipate that some of them
14 will stay and ---?

15 ATTORNEY SCHROEDER:

16 They're all staying.

17 ATTORNEY DALE MILLER:

18 So ---.

19 ATTORNEY SCHROEDER:

20 They're all staying. If we were to use
21 this space again subsequently for a different --- for
22 another tournament, the cameras will already be in
23 place.

24 ATTORNEY DALE MILLER:

25 All right. Now, I understand also from

1 your presentation that alcoholic drinks will be
2 served, but they won't be free. They'll be for
3 purchase. Is there a bar area set up and a bartender
4 where those alcoholic drinks will be served?

5 ATTORNEY SCHROEDER:

6 There is a bar. This is the entire third
7 floor. The temporary space is to the right. To the
8 left is the bar area that's used for the poker room,
9 and they can purchase food and drinks there.

10 ATTORNEY DALE MILLER:

11 Okay. So there'll be no new bar area?

12 ATTORNEY SCHROEDER:

13 There's no new bar area.

14 ATTORNEY DALE MILLER:

15 Okay. Great. Now, you said that
16 there'll be a number of temporary employees. I
17 believe there's going to be 50.

18 ATTORNEY SCHROEDER:

19 Yeah. I don't know if temporary so much
20 as they're going to be hired by us to work for just
21 this event. But room for a regular gaming license.

22 ATTORNEY DALE MILLER:

23 Will they be hired just for 15 days or
24 will there be a week window on either side of that 15
25 days so they'll get maybe a month worth of work out of

1 that? What do you anticipate regarding that
2 employment?

3 MR. MIZRACHI:

4 Yes, we plan on doing an orientation with
5 training a week prior to, and then they would deal up
6 until the 24th. They'll only stay on board if
7 business levels would stand and we will hold them on,
8 because they will have a standard gaming license and
9 whatnot. But our goal is one week prior and then up
10 until the last day, which is the 24th.

11 ATTORNEY DALE MILLER:

12 Now, one of our objections was that there
13 may be some impact on normal revenue to the
14 Commonwealth because of the change around of the
15 tables and that sort of thing. Can you give us some
16 detail on why you think that there won't be any
17 negative impact on revenue to the Commonwealth and
18 perhaps will even be more revenue to the Commonwealth?
19 Please address that issue.

20 ATTORNEY SCHROEDER:

21 Sure. Parx is projecting a 20 percent
22 increase in poker revenue due to this tournament, and
23 it's ---. There's two types of scenarios I probably
24 would like to explain, because that probably clears
25 the issue up fairly easily.

1 For those 15 days we expect on most days
2 --- actually, on probably all but one of them. The
3 first day will be a special day. Every other day
4 after that we project between 200 and 350 patrons. So
5 that would cover --- that's 10 people per table, so
6 the 30 tables in the temporary space will be fully
7 occupied, and we've had some overflow into our poker
8 room, 5 to 10 tables. We would still be able to offer
9 our cash games on a regular basis for regular revenue
10 like we normally do.

11 At noon on a Wednesday we have 10 or 12
12 games already opened, so on a regular basis we assume
13 this is not going to affect the cash games at all.
14 It's simply going to increase revenue based on the
15 entry fees.

16 However, if for some reason we'd have ---
17 we would love to have it --- 900 people show up every
18 single day for 15 days, only ---. Our cash games will
19 only be temporarily closed for a few hours. What
20 would happen is the --- if we have 910 people show up,
21 all the tables will be occupied. Everyone would pay
22 an entry fee. On the high end, that could be three to
23 four times what we would make in a normal day, just
24 the entry fee. On the lowest entry fee of \$30, it
25 would roughly be about \$27,300?

1 ATTORNEY DALE MILLER:

2 Yes.

3 ATTORNEY SCHROEDER:

4 \$27,300. And that's a little bit below
5 our average of about \$40,000 a day. However, after
6 four hours, based on our operational experience and
7 our directors and managers, a poker tournament's
8 population is cut in half, so 91 tables would be cut
9 to 45 in a matter of four hours. In two hours we
10 would have probably available 20 tables to conduct
11 cash games.

12 So suspension of cash games would only be
13 for a few hours, and on almost every entry fee we
14 would be at our average revenue. So the two-hour
15 suspension and any additional gaming done that day
16 would increase our average poker take each day.

17 So now, we plan that's going to happen on
18 the first day when we have a \$300 buy-in and a \$40
19 entry fee. So the entry fee --- and we have 900 full
20 people on that first day --- would be \$36,400. That
21 is about close to our average of \$40,000 a day,
22 depending if it's a Saturday, a Sunday or a Monday.

23 After two hours, 20 tables will be
24 available for cash games. There will already be some
25 200 extra persons who have just been eliminated who

1 are going to want to continue to play. We'll have
2 constant people there and demands that will increase
3 the revenue. And as the tables are eliminated and we
4 slowly shrink down, we will keep opening cash games.
5 So we don't envision that being a problem at all in
6 terms of revenue taken. That's why we projected a 20
7 percent increase in our poker revenue for these 15
8 days.

9 ATTORNEY DALE MILLER:

10 Thank you. Mr. Chairman, I must
11 apologize. I didn't state my name for the record, and
12 I'll do that now. I'm Dale Miller, M-I-L-L-E-R, the
13 Deputy Chief Enforcement Counsel for the Eastern
14 District.

15 We don't have any further questions of
16 Parx, but I must say that we have a number of
17 objections in our response to their petition. The
18 supplement that Parx filed answered those objections,
19 and I have to state that I had a conference, an oral
20 conference with representatives of Parx with regard to
21 our paragraph 25 and the buy-in and entry fees. They
22 explained the buy-in and entry fees orally to us,
23 which was certainly easier, and we're satisfied with
24 their presentation today. And that's all we have.

25 CHAIRMAN:

1 Thank you. Does the Board have any
2 questions of Greenwood? Commissioner Sojka?

3 MR. SOJKA:

4 I do, of course. Following up on the
5 recently identified Mr. Miller's question, you will
6 actually have people walking through your newly
7 created simulcast area in order to get to POPC; is
8 that right? Because you're going to put that down on
9 the first floor and this is going to be up on the
10 second floor; is that right?

11 ATTORNEY SCHROEDER:

12 The POPC will be on the third floor.

13 MR. SOJKA:

14 On the third ---. But what you're
15 actually doing is exposing some poker players to
16 simulcast that they may not have been exposed to
17 before; right? That's a plus.

18 ATTORNEY SCHROEDER:

19 It is possible, in addition to people
20 from outside of the normal area who are coming in to
21 experience for the first time.

22 MR. SOJKA:

23 And so they will actually see that up and
24 running and will be made aware that it exists, and
25 you'll also indicate to them that there's also a

1 similar facility next door; right?

2 ATTORNEY SCHROEDER:

3 Yes.

4 MR. SOJKA:

5 Okay. You gave us the number of players
6 that you expect to come from out of state. How many
7 was that, again?

8 ATTORNEY SCHROEDER:

9 I apologize. I don't think we have a set
10 number coming from out of state. We do expect on a
11 daily basis approximately 200 to 350. And over the 15
12 days the total number of unique guests that come to
13 play just POPC would be approximately 5,000. The
14 breakdown of out-of-state I am not 100 percent sure.
15 I'm not sure. I would be speculating to guess.

16 MR. MIZRACHI:

17 Typically, these major tournaments have a
18 strong following from a national level. So what this
19 tournament does for us is gets us some national
20 exposure, which we don't have today.

21 MR. SOJKA:

22 And it also creates, then, in the
23 Bensalem area the need for possible outside-your-
24 facility reference, and maybe hotels.

25 ATTORNEY SCHROEDER:

1 Hotels, yes.

2 MR. SOJKA:

3 Yeah. Have you talked to any of the
4 hotels or anything about this possible influx?

5 MR. MIZRACHI:

6 Yeah, we have seven hotels that are
7 working with us that are giving these poker players a
8 special rate.

9 MR. SOJKA:

10 Excellent. Now, that means then that in
11 order to get these --- this national following, you
12 must've advertised outside the region and have found
13 some of these people. Was there a push to get it
14 pushed out of this region?

15 ATTORNEY SCHROEDER:

16 There was a push, and I would refer to
17 Ari.

18 MR. MIZRACHI:

19 Yeah, we used traditional publications,
20 which is our two major poker publications, which is
21 Card Player and Poker Player. We've advertised with
22 them. We're using social media, billboards and
23 whatnot all throughout the nation to push this.

24 MR. SOJKA:

25 And interestingly, that's what I thought.

1 Certainly on your billboards and in your print ads
2 you'll carry the required caveats about habitual
3 gaming and problem gaming. What about the social
4 media contacts? Do they carry that same caveat?

5 MR. MIZRACHI:

6 Yes, the 1-800-GAMBLER, yes.

7 MR. SOJKA:

8 Okay. Okay. The non-gaming chips
9 that'll be used, of course, would be no target for a
10 thief. They are not worth anything. How long will
11 money actually be in that room, because people are
12 coming in to, you know, buy in and register and
13 whatnot? Real coin of the realm will be in that room
14 for a limited period of time? You're going to take
15 the money and then get it out of there?

16 ATTORNEY SCHROEDER:

17 I believe it's staying there.

18 MR. MIZRACHI:

19 The temporary cage, as Bryan spoke
20 earlier, the buy-ins will be done at this temporary
21 facility and the pay-outs will be done at the main
22 cage or the poker cage. So our temporary facility
23 will only be open from 10:00 a.m. to 2:00 a.m., so all
24 funds will be transferred to the main cage at 2:00
25 a.m. every day.

1 MR. SOJKA:

2 Okay. Good. And then I'd just like to
3 finish with one ---. I'm going to reveal where I
4 stand on one request that you just made, and that is I
5 certainly understand the need for delegated authority.
6 I understand the reasoning behind it. My own personal
7 stance on that would be I'd like to see this one run
8 and then entertain that request after the fact.

9 CHAIRMAN:

10 Thank you. Other questions from Board
11 members? I have two quick questions on the security.
12 I believe you had mentioned that you are having
13 additional security. Can you go over that one more
14 time? I'm interested in the true additional security
15 that you're going to have for this one tournament and
16 where they're going to be placed.

17 ATTORNEY SCHROEDER:

18 Can you go back to the big map? To the
19 left is the poker room, and in the poker room we have
20 our regular security at the entranceway. To the right
21 is the temporary space. If you look to the lower
22 right-hand corner, there's a double doors kind of
23 opening there.

24 CHAIRMAN:

25 Uh-huh (yes).

1 ATTORNEY SCHROEDER:

2 There'll be one security guard stationed
3 there.

4 CHAIRMAN:

5 So that's additional or ---.

6 ATTORNEY SCHROEDER:

7 That's one additional, one ---

8 CHAIRMAN:

9 Okay.

10 ATTORNEY SCHROEDER:

11 --- additional.

12 CHAIRMAN:

13 Go ahead.

14 ATTORNEY SCHROEDER:

15 If you then work your way to the kind of
16 circle in the middle, that's void space. To the right
17 is the cashier's --- the simulcast/cashier window ---

18 CHAIRMAN:

19 Right.

20 ATTORNEY SCHROEDER:

21 --- which would be poker registration.

22 There'll be one guard stationed directly there.

23 CHAIRMAN:

24 Is that ---

25 ATTORNEY SCHROEDER:

1 Yes.

2 CHAIRMAN:

3 --- an additional security?

4 ATTORNEY SCHROEDER:

5 Second additional security guard.

6 CHAIRMAN:

7 Okay.

8 ATTORNEY SCHROEDER:

9 And then as you work your way up in the
10 center there, there's a little --- I guess a column.
11 Your other security guard will be posted there, so you
12 have two in that vicinity where the money is, right
13 there in the entryway, one on the back entrance. And
14 then we have a fourth security guard roving those 30
15 tables, just walking through.

16 CHAIRMAN:

17 Okay. So that's four additional or one
18 of them is not?

19 ATTORNEY SCHROEDER:

20 Four additional to the typical standard
21 minimum staffing.

22 CHAIRMAN:

23 Okay.

24 ATTORNEY KOHLER:

25 By the way, Chairman Fajt, this was an

1 issue raised by OEC and, you know, we took it
2 seriously and made sure we accommodated their concerns
3 well.

4 CHAIRMAN:

5 Okay. So the four additional security
6 officers will be there at all times while the
7 tournament is running?

8 ATTORNEY SCHROEDER:

9 Yes, sir.

10 CHAIRMAN:

11 Okay. Second issue you had raised about
12 the 24-hour security surveillance, even if the
13 tournament's not running during that time period. I
14 guess this might be a question for OEC, but if you
15 know the answer, feel free to weigh in. Does PSP and
16 our CCRs also have access to those new temporary
17 cameras at all times?

18 ATTORNEY DALE MILLER:

19 When they want to, yes.

20 CHAIRMAN:

21 Okay. When they want to. That's what
22 I ---.

23 ATTORNEY DALE MILLER:

24 Right.

25 CHAIRMAN:

1 Right. I know they have ---.

2 ATTORNEY DALE MILLER:

3 They'll be able to have access. You
4 know, we're not going to have somebody in the
5 surveillance room ---.

6 CHAIRMAN:

7 I understand that. They do have access
8 if they want it during the whole 24-hour period.

9 ATTORNEY DALE MILLER:

10 They will. And I have to say, Chairman,
11 that we discussed this with our CCRs. They reviewed
12 the plan, gave their input before we began to work
13 with Parx on this. And as Mr. Kohler said, we
14 required them to have an additional security officer
15 at the buy-in desk. They agreed to do that. And the
16 CCRs, as far as I know, are satisfied that they can
17 provide the required security and surveillance for
18 this event.

19 CHAIRMAN:

20 Thank you. That's all I have. Any other
21 questions from any Board members? Commissioner
22 Trujillo?

23 MR. TRUJILLO:

24 On your marketing and attracting the
25 players, are you going through any particular efforts

1 to bring in kind of known players? And then just the
2 follow-up for that would just be, are you doing
3 anything in terms of televising, or are there any
4 plans in the future to do so?

5 ATTORNEY SCHROEDER:

6 Right now we are not televising this
7 tournament. It has been discussed possibly in the
8 future. I do want to see how this runs first. That'd
9 be the first step. In terms of name players, I'm
10 going to let Ari speak to this. We're doing a
11 special, and I'll let you go ahead.

12 MR. MIZRACHI:

13 So in order to answer from a national
14 level to Mr. Trujillo's point, it is important to have
15 some poker celebrities, as I might say, for lack of a
16 better term. So we are working on a poker seminar the
17 day before our main event. Our main event is August
18 20th.

19 So we're working on a poker seminar where
20 these four professionals will kind of teach new
21 players to the game, current players to the game of
22 all levels, skill and whatnot. So from a marketing
23 perspective, we'll be using their names, and they'll
24 also be holding a seminar the day before the main
25 event.

1 MR. TRUJILLO:

2 That's all.

3 CHAIRMAN:

4 Thank you. Does OEC have any additional
5 comments?

6 ATTORNEY DALE MILLER:

7 The only comment we have, Mr. Chairman,
8 is that we did have a number of objections based on
9 the petition. After Parx filed their supplement and
10 after this presentation and the responses to your
11 questions and our questions, we're satisfied that
12 those objections have been overcome, and we will
13 withdraw those at this time.

14 CHAIRMAN:

15 Okay. I imagine that Greenwood wants to
16 move this presentation into the record?

17 ATTORNEY SCHROEDER:

18 Yes.

19 CHAIRMAN:

20 Okay. So moved. Does Greenwood have any
21 additional comments?

22 ATTORNEY SCHROEDER:

23 No, sir.

24 CHAIRMAN:

25 Okay. With that, I know normally we

1 would adjourn for an executive session. I don't think
2 that's necessary, so we will move on. And thank you
3 very much. We'll take this matter up today in the
4 course of our regular meeting.

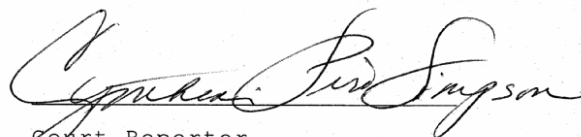
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6 HEARING CONCLUDED AT 10:35 A.M.

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12 CERTIFICATE

13 I hereby certify that the foregoing
14 proceedings, hearing held before Chairman Fajt, was
15 reported by me on 06/28/2011 and that I Cynthia Piro
16 Simpson read this transcript and that I attest that
17 this transcript is a true and accurate record of the
18 proceeding.

19 
20 Court Reporter
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