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Department
of Finance

Ministère
des Finances



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May 18, 2024

Daniel MacDonald
Chief Executive Officer
PEI Liquor Control Commission
3 Garfield Street
Charlottetown, PE C1A 6A4

Dear Mr. MacDonald,

On April 3, 2024, I made a commitment in the Legislature to issue a mandate letter to Prince Edward Island Liquor Control Commission (PEILCC) that clearly outlines new objectives to increase funding to conduct and support initiatives that meet the PEILCC's social responsibilities to promote healthy behaviors in relation to alcohol consumption and avoid the potential impacts from alcohol related harms.

In pursuit of PEILCC dedication to corporate social responsibility, one of its four strategic pillars, I expect you to work with PEI Chief Public Health Office (CPHO) to determine the effectiveness of the current social responsibility spending on impacting liquor consumption behaviours and provide recommendations on how to improve the impact of our social responsibility initiatives.

The PEILCC's overarching goal will be to pursue continuous improvement in the efficiency of its operations while adapting to the evolving customer expectations, in a socially responsible way that is in the best overall interest of Islanders. This will include utilizing modern, best practice and evidence-based operational policies, practices and tools. The PEILCC should be considering the impact on climate, gender, diversity and vulnerable populations when making operational policy decisions. The PEILCC also has a responsibility to regularly communicate and engage with key stakeholders.

As Chief Executive Officer, you will need to work with the PEILCC Board of Directors and your leadership team to achieve the expectations outlined in this mandate letter.

Under your leadership, PEILCC will:

- Continue to operate the existing corporate stores efficiently and increase offerings of local producers;
- Establish a plan to achieve an overall target spending on social responsibility of 3% of the combined net profits of PEILCC and PEI Cannabis Management starting in fiscal year 2024-25;
- Offer \$150,000 in grant funding for initiatives that promote healthy behavior in relation to alcohol consumption and avoiding the potential impacts from alcohol related harms;
- Work with experts to improve the promotion of healthy consumption habits;

- Work with the CPHO to determine the effectiveness of current social responsibility spending on impacting liquor consumption behaviours and provide recommendations to the PEILCC on how to improve the impact of social responsibility initiatives by the PEILCC;
- Demonstrate accountability through the information provided in the timely publication of the PEILCC annual report, including information on the social responsibility initiatives and spending;
- Work effectively with the Department of Finance on legislation to develop a roadmap for the modernization of the Liquor Control Act, that balances social responsibility with providing access to alcoholic products that meet the demands of customers while supporting the local manufacturers; and
- Conduct all regulatory activities with diligence to maintain public trust and uphold regulatory standards, by:
 - Utilizing modern practices and policies
 - Treating licensees fairly, with due process considerations
 - Effectively carrying out regulatory roles to ensure compliance by licensees and agency store operations.

As we work together to achieve this new mandate, I am open to your recommendations on the best way forward in achieving these objectives. Please know that the Deputy Minister and I are here to support you and your leadership team in your work to meet these expectations.

I look forward to working with you over the coming months to continue to provide high quality service to the public in a socially responsible manner.

Sincerely,

A handwritten signature in black ink that reads "Jill Burridge". The signature is written in a cursive, flowing style with a large initial "J" and "B".

Jill Burridge
Minister of Finance

CC. Denise Lewis Fleming, Deputy Minister of Finance
John Abbot, Chair PEILCC Board of Directors