



**MINISTER
RESPONSIBLE FOR THE MANITOBA LIQUOR AND
LOTTERIES CORPORATION**

Room 118
Legislative Building
Winnipeg, Manitoba R3C 0V8 CANADA

December 12, 2023

Jeff Traeger
Board Chair
MBLL

Dear Jeff Traeger;

Our Crown corporations belong to the people of Manitoba and should always remain publicly owned and operated. Therefore our government has a great responsibility to be prudent with finances, transparent with process and accountable for the decisions made at Manitoba Liquor and Lotteries.

In an age of rapidly developing technology and online service delivery, Manitoba Liquor and Lotteries Corporation has a responsibility to deliver high-quality products to consumers efficiently within a public delivery approach. The corporation also has a proud history of giving back to the community and contributing to social responsibility measures that make our communities safer, healthier and help to address addictions.

Your goal is to provide the oversight, innovation and vision to improve the customer experience, maximize the positive impact of Manitoba Liquor and Lotteries on the community and grow revenue within a socially responsible approach.

As the Minister responsible for Manitoba Liquor and Lotteries, I am mandating your board to do the following:

- Ensure the corporation has the staffing capacity to meet customer and client needs when it comes to the sale and distribution of liquor products, the operation of gaming and charitable giving.
- Responsibly expand public liquor retail stores, including Liquor Mart Express outlets, to give Manitobans more options, while maintaining support for the small businesses in rural and northern Manitoba that sell liquor.
- Help create the conditions for a strong entrepreneurial environment that fosters liquor production and job creation in our local economy.
- Review the approach to online gaming to ensure it remains relevant to Manitobans.
- Work collaboratively with stakeholders to lift the pause on gaming expansion in a targeted fashion to include supporting economic reconciliation and local economic

development while maintaining MBLL's commitment to supporting the communities they serve.

- Implement an information technology modernization program that will be delivered on budget and on time to allow the corporation to enhance the customer's experience for both liquor sales and gaming activities.
- Restore respect for workers, ensure they are paid fair wages and keep them safe at work.
- Advance MBLL's mandate to support the economic and social wellbeing of our province.

I know you and your colleagues on the board share our commitment to strengthening our publicly owned Crown corporation. The work that lies ahead of you will have challenges, but we trust your board is up to the task of improving services for Manitobans and creating good, family-supporting jobs.

On behalf of the Manitoba government, thank you for taking on this role. Your leadership and your board's oversight will make life better for Manitobans.

Respectfully,

Original signed by:

Glen Simard
Minister Responsible for Manitoba Liquor and
Lotteries

c: Jeff Hnatiuk, Deputy Minister