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AUG 31 2011

AUG 17 2011

Our Reference: M11-04373 and M11-04354
Your Reference: C11-015

Mayor Bob Bratina
City of Hamilton
71 Main Street West, 2nd Floor
Hamilton, ON
L8P 4Y5

Dear Mayor Bratina:

Thank you for your two letters regarding the government's initiative to modernize Ontario's liquor laws, along with the copies of correspondence from Windsor Essex County Health Unit, Simcoe-Muskoka District Health Unit and Middlesex-London Health Unit.

The changes that were implemented on June 1, 2011 will boost the hospitality and tourism industries, respond to business needs and provide a better consumer experience at outdoor and special events while maintaining the highest standards of social responsibility.

In developing these amendments, the ministry undertook extensive consultations with a number of stakeholders including the Centre for Addiction and Mental Health, the Ontario Public Health Association, MADD Canada, police organizations and the hospitality and tourism sectors. We also received public comment through email and at regional consultation meetings around the province.

While some of the changes will lead to greater flexibility for event organizers and licensees, others will expand the already high standards of social responsibility contained in the Liquor Licence Act (LLA). For example, the notice periods for municipalities and police prior to an outdoor event have been substantially increased.

The government is fully committed to maintaining the highest standards of public safety and will continue, through the AGCO, to closely regulate the safe and responsible service of alcohol now and in the future.

Your truly,

A handwritten signature in black ink, appearing to read "Mark Leach", written over a white background.

Mark Leach
Assistant Deputy Attorney General