

## **Public Comments – Alpine Standard / Chevron**

Compiled on February 17, 2026

### **Public Comment #1**

**Kiesha Schmid:**

To Whom It May Concern,

I am a local resident and wanted to share my support for the Alpine Standard/Chevron's application for a liquor license.

I frequently stop at the Alpine Standard/Chevron for gas, snacks, and local souvenirs, and it has always been a convenient and well-run stop in our community. Having the option to purchase liquor there would be incredibly convenient, especially when heading to my destination in the Valley or hosting friends and family.

Being able to make one stop instead of multiple stops saves time and supports a local business that many of us already rely on regularly. I believe granting this license to the Alpine Standard/Chevron would be a positive addition for locals and visitors alike.

Thank you for considering my input and for taking community feedback into account.

Sincerely, Kiesha Schmid, Local Resident of The Valley (Thayne)

### **Public Comment #2**

**Alana Horton:**

Dear Town Council:

This is a letter in support of Jacque Ruth of Triple JL Companies (DBA Alpine Standard – Chevron) and her Retail Liquor License Request.

Jacque and her husband, Matt, have been very involved in the community through local events, the Top of the Rockies non-profit organization and donating throughout the year numerous times and always as much as they can as often as they are asked.

Having a retail liquor license in one of our convenience stores in town makes a lot of sense for those traveling through our valley. A one stop shop will allow visitors and locals to fill their tanks, pick up snacks and grab their beverages for their camping, travels and more.

Jacque has always ensured locals and visitors stopping in have the highest customer service provided to them and I know she will continue to represent the Town of Alpine in the best way possible – always with a smile and a helping hand.

Thank you for your time and consideration in reading this letter.

Sincerely, Alana Horton, Treasurer Top of the Rockies

### Public Comment #3

**Tony Pranger:**

I hope you will select the Alpine Chevron for the new liquor license. There location is ideal and would best serve the community.

### Public Comment #4

**Teri Dzida:**

Good Morning- my name is Teri Dzida and I have recently been a business owner in Star Valley, I owned Make Ur Own Happy charity Boutique and prior to that worked at Therapy Works in the business community in Star Valley for four years.

I have known Jacque and Matt for probably 4 of those years and I've absolutely adored and appreciated what they have brought to our community. They have brought life to the city of Alpine with a bit of fun and amazing business that not only serves the gas buying community, but it's also a convenience store & an amazing retail boutique.

I feel that affording them the opportunity to expand on their business and obtain a liquor license would broaden their economic growth and give our community other buying opportunities in the town. It's a little quick stop in and out shop, which I think might be more appealing than having to go into the liquor store. I do not buy alcohol on the regular, but there is a lot of wonderful people that do & a lot of our amazing valley community already know, Jacque and Matt. They are involved in so many charity activities within our community and have made such an amazing presence for themselves in our valley that I think giving them the opportunity to expand into this avenue can be a way of giving back to them, allowing them longevity & growth in our sweet little valley, while giving our Valley more choices to shop.

Thank you for your consideration & if you know Jacque and Matt, there is no question about their heart behind this endeavor and their love of Star Valley.

### Public Comment #5

**Scott Terris:**

I am 100% in support of Jacque being able to sell alcohol in her alpine location. She is a very supportive person in the community and should be allowed to sell and distribute alcohol in alpine and the surrounding area thanks Scott Terris owner of Scott's bee company.

Please call or email with any other questions you may have.

### Public Comment #6

**Kelly Pranger:**

I hope the Alpine Chevron will be selected for the liquor license. They have an ideal location that will serve the community well, and likely provide the maximum revenue to the city.

## Public Comment #7

### **Tara Cretal:**

Good afternoon. My name is Tara Cretal and I am the owner of Graze Restaurant in Thayne and the next door neighbor of Jacque & Matt.

As someone who has known them for 9 years I can say that they are very respectful , responsible, and involved in their local community. They are very genuine, communicative & caring people.

As a small business owner I am aware of the challenges it takes to succeed & I believe Jacque & Matt will use the retail license as an enhancement to their already successful business. Please allow them this opportunity to grow. It will be great for Alpine, the community , and their staff. Thanks for your time & consideration.

Tara Cretal  
Owner/Operator  
Graze Restaurant

## Public Comment #8

### **Frank:**

Mayor and Members of the Town Council,

My name is Frank, and I am writing to express my strong support for Alpine Standard's request for a liquor license.

I have done business with Alpine Standard for some time, as they carry my AMSOIL products, and I have always found the owners and staff to be professional, reliable, and committed to operating a high-quality business. In addition, through my involvement with Top of the Rockies, I see firsthand how invested the owners and staff of Alpine Standard are in our community. They consistently volunteer their time, support local efforts, and take pride in being active, responsible members of the town.

Alpine Standard is not a new or speculative operation. It is an established, well-run business that has already proven its value to the community. Granting this liquor license would not create uncertainty, but rather would strengthen an existing business that has demonstrated responsibility, stability, and a long-term commitment to Alpine.

I believe this license would allow Alpine Standard to better serve locals and visitors alike while further contributing to the economic health of our town. Based on my experience doing business with them and observing their community involvement, I am confident the license would be used responsibly and for its intended purpose.

Thank you for your time and consideration.

## **Public Comment #9**

**Holly Sinclair:**

Hello Andrea,

I am in favor of the liquor license for the Alpine Standard. I think with the flow of traffic it would be nice to have a location on that side of the highway. The Alpine Standard is involved in our community and with their growth we are sure to have more support for events from them as well. I hope you take these items into consideration. Thank you for your time.

Sincerely,

Holly Sinclair

**To the Honorable Members of the Alpine Town Council,**

I am writing in strong support of **Alpine Standard – Triple JL Companies (DBA Alpine Standard – Chevron)** in their application for a Retail Liquor License.

Because the Town of Alpine is limited to approving one liquor license every four years based on demographics, this decision carries long-term significance for our local economy and community character. With that in mind, I respectfully urge you to award this license to an established, contributing business that has already demonstrated stability, responsibility, and measurable impact.

Alpine Standard is the **primary convenience store and fuel station serving Alpine**, supporting both year-round residents and the steady flow of seasonal tourists who pass through our community. In addition to fuel and convenience goods, they operate a gift store with consistent daily customer traffic, further contributing to the town's retail vitality.

Importantly, there is already **clear customer demand** for alcohol sales. Patrons regularly inquire about purchasing alcohol on-site. Granting this license would meet an existing community need rather than create new or speculative demand.

From an economic standpoint, the impact is immediate and responsible:

- **Projected Alpine sales tax contribution (5%): \$32,800 – \$41,000 annually**
- **No new infrastructure required**
- **No additional public expense to the Town**

This proposal strengthens an existing, compliant, and well-managed operation. The physical space is established. The staffing structure is in place. The systems for oversight and accountability are already operating. This is not a startup seeking expansion before proving itself — it is a business already woven into the daily life of Alpine.

When a license is scarce, it should be awarded to a business with demonstrated longevity, fiscal contribution, and community integration. Alpine Standard has earned that consideration.

Approving this application supports responsible growth, keeps local spending within our town, and enhances service to both residents and visitors — all without adding burden to public infrastructure.

Thank you for your time, your service, and your thoughtful consideration of this request.

Respectfully,

Patricia Naumoff  
Satin N Sage Event Planning

**Amy Hamilton**  
PO Box 3832  
Alpine, Wyoming  
February 4, 2026

Town of Alpine  
Mayor and Town Council  
P.O. Box 3070  
Alpine, WY 83128

**Re: Letter of Support for Liquor License Application**

Dear Mayor Eric Green and Members of the Town Council: Jeremiah Larsen, Andrea Burchard, Amy Wierda and Shay Scaffide,

I am writing this letter in strong support of the liquor license application submitted by Jacque Ruth, owner of Triple JL LLC, the woman-owned gas station and convenience store located here in Alpine.

As a long-established and successfully operated business, her gas station and C-store have become a reliable and valued part of our community. She has demonstrated consistent profitability, responsible management, and a long-term commitment to serving the residents and visitors of Alpine. Her business is not only a fuel and convenience destination, but also a local marketplace that proudly supports and promotes products from area merchants and small businesses. By providing shelf space to local vendors, she actively reinvests in our community's economic ecosystem.

In addition to operating a stable and respected business, she employs local residents and contributes meaningfully to Alpine's economic vitality. Her commitment to local hiring and community engagement reflects the type of responsible business ownership that strengthens small towns like ours.

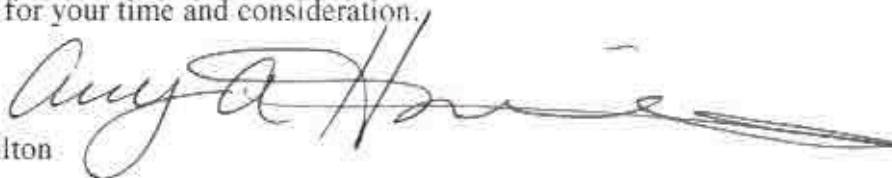
I have had the privilege of assisting her with bookkeeping and financial oversight, and I can confidently state that she has approached this liquor license proposal thoughtfully and professionally. She has carefully analyzed the projected revenue not only from a business growth perspective, but also from the standpoint of increased sales tax revenue for the Town of Alpine. Her proposal reflects an understanding of how this opportunity could generate meaningful additional tax income that benefits our entire community.

I fully support her application and respectfully encourage the Town Council to consider the positive economic and community impact this license would provide.

Thank you for your time and consideration.

Sincerely,

Amy Hamilton

A handwritten signature in black ink, appearing to read "Amy Hamilton", written over a horizontal line.