

Public Comments – General / Not Applicant-Specific

Compiled on February 12, 2026

Public Comment #1

Riley Hovorka

Good afternoon Mayor and Council,

A retail liquor license is the only license type that allows on-premise (“open container”) liquor sales, off-premise (“package”) liquor sales, and entertainment as a percent of total revenue. It is the most prestigious, highly sought after liquor license type in the state of Wyoming. These businesses have potential to generate significant sales tax revenue, if/when the license is used to its fullest potential.

These licenses allow for off-site sales through issuance of 24-hour catering permits, which allow these entities to serve alcohol at community events like concerts, rodeos, and sports games. Retail license holders significantly influence the way communities look, feel, and function by providing a venue for friends, families, and neighbors to come together and celebrate. They are transformative for small towns like ours.

With great privilege comes great responsibility. Retail liquor license holders have a responsibility to serve and sell alcohol responsibly. The applicant you select should express a commitment to community well-being and have a plan in place to deter or mitigate unwanted effects. They should also express a willingness to work with local law enforcement to report underage drinking, drunk driving, and other nefarious activity.

I highly recommend issuing the license to a business that intends to use it for on-premise **and** off-premise consumption, is open/accessible to the general public, is willing to “sponsor” alcohol at local events, and demonstrates a commitment to community well-being. This will ensure the license is used to its fullest potential. If there is no such applicant at this time, I strongly encourage you to retain the license until the right opportunity presents itself. The Town of Alpine is *not* required to issue this license now, or ever.

I look forward to hearing the presentations.

Sincerely,

Riley Hovorka

Public Comment #2

Patricia McQuaide

To Mayor Green and all Town Council members'

Concerning the retail liquor license to be awarded: not knowing the criteria to be used makes it impossible to adequately judge the applicants. If you could give multiple licenses I think four of the applicants would be worth a try.

Both Crystal Magee's and Jaclyn and Robert Shockey's proposals were unimaginative and don't offer Alpine anything that doesn't already exist.

Ken and Lisa Harris' wine bar would be for a niche market. I'm sure there is a population in the valley that would frequent such an establishment but it would be limited and I don't know that it would be sustainable and profitable long term. If licenses were plentiful I'd give them a chance.

Dave Walter's Food Truck Park also would be a nice addition to the town but again could they attract enough food trucks to appeal to a large enough clientele?

Triple J L Companies' operation appears ready to go. I actually assumed they did sell alcohol and understand the previous owner did have a liquor license but sold it separately. This business has existed for quite sometime so it's likely they will continue to contribute to Alpine's economy. Also, their business appears to be the only such business on the west side of the main thoroughfare of Alpine.

The Alpine Valley R V Resort, just a few years into operation, already is one of the largest businesses in Alpine. They actively sought annexation into the town so their tax payments would benefit Alpine. Their projected development seems attainable and beneficial to Alpine. They appear to be a long term business in Alpine.

I understand this is a significant decision for the town since once it's awarded the recipient can turn around and sell it for a large profit. Since no one in Alpine has to go far to get alcohol I'm not sure how much net gain in tax revenue will be received from the additional license. I also don't think it should be merely a popularity contest. I do believe the likely longevity of the business receiving the license should be a major consideration.

Good luck with your decision.

Sincerely,

Patricia McQuaide