



ALPINE TRAVEL & TOURISM BOARD MEETING

April 22, 2026 at 6:00 PM

250 River Circle - Alpine, WY 83128

MEETING MINUTES

Notice - The video and audio for this meeting are streamed live to the public via the internet and mobile devices with views that encompass all areas, participants, and audience members. Please silence all electronic devices during the meeting. Comments made on YouTube will not be answered. Please email clerk@alpinewy.gov with any questions or comments.

YouTube LINK FOR LIVE FEED:

<https://www.youtube.com/@townofalpine>

1. **CALL TO ORDER** - Jeremy Larsen
2. **ROLL CALL** – Melody Leseberg
 - a. Jeremy Larsen - Dave Walters - Shannon Bowers
3. **ANNOUNCEMENTS** – Jeremy Larsen
 - b. Financial Disclosure
4. **ACTION ITEMS**
 - a. Approve Agenda
 - 1st Dave Walters – 2nd Shannon Bowers
 - b. Approval of Meeting Minutes December 4, 2025
 - 1st Dave Walters – 2nd Shannon Bowers
 - c. Education for Lodging Tax
 - Jeremey Larson spoke on this topic.
 - d. Remove Money allotted for Interactive Touch Screens - Did not Use \$15,000
 - 1st Dave Walters – 2nd Shannon Bowers – Removed

Remove Money allotted for Alpine Trails & Pathways - Did not use **\$8,000**

1st Dave Walters – 2nd Shannon Bowers – Removed

e. Budget for advertising, marketing & unexpected expenses FY26/27

1st Dave Walters – 2nd Shannon Bowers – Budget of \$25,000 for advertising approved.

f. 1st Reading Alpine Fire District \$17,700

Dave Walters recused himself

1st Shannon Bowers 2nd Jeremy Larsen continue to second reading

g. 1st Reading of Spur & Ski - Requested amount \$25,000

No Motion received – will continue forward to second reading.

h. 1st Reading Friends of the BT \$45,269 amended application submitted for \$21,902.

1st Shannon Bowers 2nd Dave Walters All in favor – continue to second reading

i. 1st Reading Alpine Craft Beer Festival - Requested Amount \$10,000

No Motion received – will not move forward to second reading.

j. 1st Reading Star Valley Arts Council - Art Festival - \$7,500

1st Dave Walters – 2nd Shannon Bowers - No discussion – All in favor. Continues to second reading

k. 1st Reading - Star Valley Arts Council- Mural- \$3,500

No Motion received – will not move forward to second reading.

l. 1st Reading - Melvin's Farmers Market \$25,000.

No Motion received – will not move forward to second reading.

m. 1st Reading Content Marketing Proposal

1st Dave Walters – 2nd Shannon Bowers - No discussion - All favor. Continues to second reading

n. 1st Reading - Teton Geological Services LLC - \$4,050

1st Dave Walters – 2nd Shannon Bowers - No discussion - All favor. Continues to second reading

o. 1st Reading Festival of Trees \$3,000

No Motion received – will not continue forward to second reading.

p. 1st Reading of Star Valley Trout Unlimited \$4,480

1st Dave Walters – 2nd Shannon Bowers - No discussion – All in favor. Continues to second reading

q. 1st Reading - Reggae in the Rockies \$30,000

Dave Walters recused himself.

1st Shannon Bowers 2nd Jeremy Larsen - All in Favor – continues to second reading.

r. 1st Reading - Wall that Heals 6,000

1st Dave Walters 2nd Shannon Bowers – Motion to approve for funding – All in favor.

s. 1st Reading Alpine Trails and Pathways \$ 10,000

Jeremy Larsen recused himself.

1st Dave Walters 2nd Shannon Bowers – No Discussion - All in favor. Continues to second reading

t. 1st Reading of Music in the Mountains - \$25,000

Dave Walter recuses himself.

1st Shannon Bowers 2nd Jeremy Larsen – No Discussion - All in Favor – continues to second reading.

u. 1st Reading of 4th of July Fireworks \$ 25,000.

1st Dave Walters – 2nd Shannon Bowers - No discussion - All in favor. Continues to second reading

v. 1st Reading - Winter Jubilee 2027 - Requested amount \$10,000

1st Shannon Bowers 2nd Dave Walters- No discussion - All in favor – continue to second reading

w. 1st Reading - Alpine Mountain Days 2027 - Request amount \$6,000

1st Dave Walters – 2nd Shannon Bowers - No discussion - All in favor. Continues to second reading

x. 1st Reading Grooming Lease - Requested Amount \$42,000

1st Dave Walters – 2nd Shannon Bowers - No discussion – All in favor. Continues to second reading

y. 1st Reading Christmas Lighting Project - \$30,000

No Motion received – will not move forward to second reading.

z. 1st Reading Emergency Mgmt Sign - Amount Requested \$ 40,000

No Motion received – will not move forward to second reading.

aa. 1st Reading Additional Trash Receptacles @ Town Parks - Request amount \$17,000

1st Dave Walters – 2nd Shannon Bowers - No discussion – All in favor. Continues to second reading

bb. 1st Reading - Caution Supplies for Bridge Jersey Barriers - Snowmobile Trail \$10,000

1st Dave Walters – 2nd Shannon Bowers - No discussion - All in favor. Continues to second reading

cc. 1st Reading Semi-Quincentennial Mural - \$7750

1st Dave Walters – 2nd Shannon Bowers – Approve for funding - All in favor.

5. DISCUSSION ITEMS:

a. Next Meeting Date

May 7th @ 6 pm

6. ADJOURNMENT

Motion to adjourn

1st Dave Walters 2nd Shannon Bowers