



Town of Alpine Travel and Tourism Board May 15, 2025, Board Meeting Minutes

Call to order: Jeremy Larsen made a motion to call the Travel & Tourism Board Meeting to Order. The motion was seconded by Dave Walters. The motion carried.

Roll Call: Melody Leseberg completed the Roll Call, Jeremy Larsen – Dave Walters -Shannon Bowers All members of the board were all present.

Action Items:

- Motion to approve previous meeting minutes. Approval of previous meeting minutes April 25, 2025

Dave Walters made a motion to approve April 24, 2025, meeting minutes. Second, by Shannon Bowers. Motion carried.

- Travel & Tourism Board Financials – Report by Jeremy Larsen and Melody Leseberg
- Final Grant Reports given by Winter Jubilee Star Valley Trout Unlimited, Music in the Mountains
- 3rd Reading of Friends of the Bridger Teton – Jennifer Ricupero-for Travel & Tourism Grant.

Amount \$ 9,008.14

Dave Walters made a motion to approve on 3rd Reading. Second by Shannon Bowers. Jennifer Ricupero requested to amend her grant to change the dates of financial needs to 11,074.54. Dave Made a motion to amend grant application to meet needs. Second by Shannon Bowers. All in Favor.

Motion carried.

Original Motion carried to approve on 3rd reading. All in Favor.

Approved for funding

- 3rd Reading by Town of Alpine (Interactive Touch Screen Kiosk) – Mayor Eric Green - for Travel & Tourism Grant

Amount \$ 40,000 over 5 years

Dave Walters made a motion to approve on 3rd Reading. Second, by Shannon Bowers. All in favor. Motion carried.

Dave Walters made a motion to amend the motion to a maximum of \$15,000 for a 1 year lease contingent upon placement at Broulims, and approval from WYDOT for signage directing travelers to the Kiosk. Shannon Bowers



*Seconded. All in favor. Motion to accept 3rd reading made by Dave Walters
Seconded by Shannon Bowers. All in favor.
Approved for funding*

- 3rd Reading by **Town of Alpine** on Travel & Tourism Funding for Trail Groomer – Mayor Eric Green.

Amount \$ 36,000 for 5 years

Dave Walters made a motion to approve on 3rd Reading. Second, by Shannon Bowers. All in favor. Motion carried.

*Dave Walters made a motion to amend the motion to a max of \$41,900 for a 1-year lease for 37,900 to include drop off and pick up and \$4,000 directed for signs and misc.,. Shannon Bowers Seconded All in Favor. Motion to accept 3rd reading made by Dave Walters Seconded by Shannon Bowers. All in favor.
Approved for funding*

- Report given by **Gray Bear Productions** on Travel & Tourism Funding for Reggae in the Rockies – Dave Walters.

Amount \$ 10,000

Dave Walters recused himself.

Shannon Bowers made a motion to approve on 3rd Reading. Second by Jeremy Larsen. Dave Walters requested to amend her grant to change amounts of financial needs to 25,000 for 2 days. Shannon Made a motion to amend grant application to meet needs. Second by Jeremy Larsen.

Motion carried.

Original Motion carried to approve on 3rd reading.

Approved for funding

- 3rd Reading by **SVI Media** on Travel & Tourism Funding for 2025-2026 Marketing Proposal – Duke Dance.

Amount \$ 27,600

Dave Walters made a motion to approve on 3rd Reading. Second, by Shannon Bowers. All in favor. Motion carried.

Motion carried to approve on 3rd reading.

Approved for funding

- 3rd Reading by **Alpine Trails and Pathways** on Travel & Tourism Funding for Winter Grooming – Steve Dwyer.

Amount \$ 8,000

Jeremy recused himself.



*Dave Walters made a motion to approve on 3rd Reading. Second, by Shannon Bowers. Motion carried.
Approved for funding*

- The Travel & Tourism Board reviewed Travel and Tourism Logo.
*Dave Walters made a motion to approve the Travel and Tourism logo.
Second, by Shannon Bowers. All in Favor. Motion carried*

Discussion: No Discussion Items

Next meeting date October 16, 2025.

Adjourn:

Jeremy Larsen made a motion to adjourn the meeting. The motion was seconded by Dave Walters the motion carried.

Minutes recorded by:

Melody Leseberg - Treasurer

Date

Minutes approved at a legally advertised Travel & Tourism Board Meeting:

Jeremy Larsen Chairman

Date

Attest:

Melody Leseberg Secretary/Treasurer

Date