



Town of Alpine Travel and Tourism Board December 4, 2025, Board Meeting Minutes

Call to order: Jeremy Larsen called the Travel & Tourism Board Meeting to Order at 6:00 PM.

Roll Call: Sarah Greenwald completed the Roll Call.
Present: Jeremy Larsen, Dave Walters, and Shannon Bowers.

Announcements: Chair Larsen reported that there were no announcements.

Financial Disclosure: Chair Larsen provided a financial update and noted that there have been no changes since the previous meeting.

- Current account balance: \$331,035.13
- Outstanding commitments: \$126,508.00
- Remaining balance to be received for the upcoming grant cycle: \$204,527.13

Chair Larsen noted that these funds will carry into the next year's grant season.

Action Items:

Content Marketing Grant Application – Second Reading

Applicants: Paul Lavold and Sam Cook

Chair Jeremy Larsen opened discussion on the Content Marketing Grant Application.

The Board discussed concerns with the originally proposed \$25,000 full-year request, noting it represented a significant portion of the annual Travel & Tourism budget and that more complete revenue data would be available during the upcoming open enrollment period.

As an alternative, the applicants proposed an event-based content package focused on Winter Jubilee and Mountain Days, providing professional photo and video assets for Town use.

Motion:

Board Member Dave Walters made a motion to approve **\$10,000** for professional photo and video content for Winter Jubilee and Mountain Days, contingent upon submission and approval of an application and contract, with Chair Larsen authorized to coordinate final details.



Second: Shannon Bowers

Vote: Motion passed unanimously.

Town of Alpine Grant Application – Semiquincentennial (America 250) – Second Reading

Chair Jeremy Larsen provided an update on the second reading of the Town of Alpine Semiquincentennial grant application.

Chair Larsen explained that the Semiquincentennial Committee is revising event plans to better manage rising costs, focus activities within town limits, support local vendors, and explore alternative music and sound options. Approval at this stage allows the committee flexibility to secure performers and services and cover eligible expenses without delaying the process.

Motion: Board Member Dave Walters made a motion to approve the second reading grant submission for the Town of Alpine Semiquincentennial Committee in an amount **up to \$25,000** for eligible expenses related to the Fourth of July Alpine 250th Celebration.

Second: Received

Vote: Motion passed unanimously.

SVI Proposal

Board Member **Dave Walters** made a motion to approve the **SVI proposal**, authorizing Chair **Jeremy Larsen** to coordinate and determine appropriate advertising in support of **Winter Jubilee**.

The proposal includes **\$2,500** in Travel & Tourism funding, representing **\$5,000 in advertising value**.

Second: Shannon Bowers

Vote: Motion passed unanimously.

Unscheduled Visitor Comments

Chair Larsen invited Joe Heward and Denise Heward (Town of Thayne) to speak.

Mr. Heward explained he is helping organize a skijoring event scheduled for February 28–March 1 in Thayne and asked about the Travel & Tourism grant process. Chair Larsen explained the open enrollment period (Jan. 1–March 15) and noted the event would need to be considered during the next grant cycle.



Mr. Heward also expressed interest in coordinating calendars and meeting jointly with Alpine and other valley communities to avoid scheduling conflicts and to collaborate on tourism promotion, especially with upcoming America 250 events. Chair Larsen agreed improved calendaring and coordination would be beneficial and encouraged Mr. Heward to stay in contact and submit an application during open enrollment.

Discussion:

Next meeting date April 22, 2026.

Adjourn:

Dave Walters made a motion to adjourn the meeting. The motion was seconded by Shannon Bowers. Motion carried. Meeting adjourned at 7:01 PM.

Minutes recorded by: Sarah Greenwald

Melody Leseberg - Treasurer

Date

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

Jeremy Larsen Chairman

Date

Attest:

Melody Leseberg Secretary/Treasurer

Date