



ALPINE TRAVEL & TOURISM BOARD MEETING

December 04, 2025 at 6:00 PM
250 River Circle - Alpine, WY 83128

AGENDA

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
 - Jeremy Larsen - Dave Walters - Shannon Bowers
3. **ANNOUNCEMENTS** – Jeremy Larsen
 - Jeremy Larsen
 - Financial Disclosure
4. **ACTION ITEMS**
 - Motion to Deny Grant application - Semi-quencentenial
 - SVI Proposal

Here is the proposal requested for additional exposure for Alpine for the Winter Jubilee and the 250th celebration.

Because we have to work through a third party for geofencing, I can't do the 50% discount for geofencing. I can do it for social media however, since we are operating that in-house. To be honest, we are seeing better results with social media anyway.

So here is a \$2500 proposal valued at \$5,000.

SVI will create five posts for each event (in addition to the posts we would be creating as part of the current package) and boost the posts to eastern Idaho and northern Utah. Some of the posts will be graphics, some of the posts would include video such as a reel. All of the posts will include a redirect to the appropriate website for more details on the event.

I'm basically offering this package as a break-even for SVI, after the costs of content creation from my staff and also the costs of boosting and paying for ads for Meta. Happy to do it as a bonus for the tourism board and to help get more people to these two events.

- Content Marketing Grant Application - 2nd Reading - Paul Lavold - Sam Cook

Initial amount requested \$4,500 per month. Guidance given to revise application to be from January 1st - June 30th 2025 not to exceed \$25,000.00

- Budget set for an education campaign regarding the Election in 2026 for the lodging tax in Alpine.
- Set a budget for advertising for events sponsored by Travel and Tourism.
- Approval of Meeting Minutes November 19, 2025

5. DISCUSSION ITEMS:

- Next Meeting Date

6. ADJOURNMENT