

**CALIFORNIA COASTAL COMMISSION**

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**W3**

**PUBLIC WORKSHOP: LOWER COST VISITOR SERVING  
 ACCOMMODATIONS**

**FINAL AGENDA**

**Date:** December 10, 2014

**Location:** Portola Plaza Hotel, 2 Portola Plaza, Monterey, CA 93940

**Estimated duration:** 3 1/2 hours; 9:00 am – 12:30 pm; *times are approximate*

**Purpose:** Public education and discussion of topics related to lower cost visitor accommodations

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| <b>9:00 – 9:05</b>   | <b>I. WELCOME AND INTRODUCTION</b>  |
| <b>9:05 – 9:15</b>   | <b>II. STAFF PRESENTATION</b>   |
| <b>9:15 – 10:15</b>  | <b>III. PANEL PRESENTATIONS</b>   |
|                      | <b>A. Overview of Monterey County’s Tourism Economy</b><br>Tammy Blount, President & CEO<br>Monterey County Visitors’ Bureau  |
|                      | <b>B. Challenges to Development of Lower Cost Accommodations on the Coast</b><br>Patrick Tierney, PhD, Chairman and Professor<br>Recreation, Parks and Tourism Department<br>San Francisco State University |
|                      | <b>C. Lower Cost Accommodations in State Parks</b><br>Karl Knapp, Chief of Facilities Management Division<br>California State Parks   |
|                      | <b>D. Hostels on the Coast</b><br>Aaron Chaffee, Vice President, Hostel Development<br>Hostelling International USA   |
| <b>10:15 – 10:25</b> | <b>IV. 10-MINUTE BREAK</b>  |
| <b>10:25 – 11:25</b> | <b>V. PUBLIC COMMENTS</b>   |
| <b>11:25 – 12:25</b> | <b>VI. COMMISSION DISCUSSION AND QUESTIONS TO PANELISTS</b>   |
| <b>12:25 – 12:30</b> | <b>VII. WRAP UP</b>   |

*(See over for Speakers’ Biographies)*

## Public Workshop: Lower Cost Visitor Serving Accommodations

### **Tammy Blount**

Tammy Blount is a seasoned tourism professional with a career path carved by the miles she has traveled and the travel she has inspired. Her current role as the President and CEO of the Monterey Convention and Visitors Bureau is testament to the expanse of her vision and the rigor of her approach. Tammy's career has included participation in a variety of state, regional and national tourism initiatives leading to her current place on the Executive Committee of Destination Marketing Association International (DMAI). Tammy Co-Chairs DMAI's Destination Next Task Force. She also serves on the Visit California CEO Destinations Council. Her background includes the executive leadership position as CEO of the Tacoma Regional Convention & Visitors Bureau where she was also the architect and inaugural Chair of the Washington Tourism Alliance. Tammy was also on the leadership team of Tourism Vancouver for more than a decade. She holds Fellow Certified Destination Marketing Executive (FCDME) certification and in addition to spending every day focused on driving visitation for Monterey County, she also seeks ways to support the overall tourism economy. Tammy resides in Monterey spending time enjoying golf, music, race cars and the scenic roadways throughout the destination she calls home.

### **Patrick Tierney, PhD**

Patrick Tierney has a Ph.D. from Colorado State University in Recreation Resources Management (1991) and a master's in Recreation Resources. He is chairman and professor of the Recreation, Parks, and Tourism Department at San Francisco State University. In addition to his academic pursuits, Pat was co-owner and manager of operations and finance, for 25 years, of an adventure travel business offering programs in Colorado, Utah and Alaska. Pat has completed research projects for the California Division of Tourism, U.S. National Park Service, Colorado Ski Country USA, U.S. Forest Service, California Coastal Conservancy, Bureau of Land Management, Belize Tourist Board, Alcatraz Cruises and Great America theme park. He is the author of over 30 articles and is co-author of the textbook Recreation, Event and Tourism Businesses; Startup and Sustainable Operations (2009). He conducted a 2012 study titled *Economic Impact of Tourism Business Improvement Districts on California* for the California Tourism Industry Association. In 2012 he authored a study for the California Ski Industry Association titled *Economic Impact of Ski Resort Operations on California*. He is co-recipient of the 1997 Best Tourism Research Award from the California Division of Tourism, the 2009 and 1991 Excellence In Research Award from the Commercial Recreation and Resort Association, as well as co-recipient of the 1990 Colorado Rural Tourism Achievement Award. Pat served on the Board of Directors of the California Tourism Industry Association.

### **Karl Knapp**

Karl Knapp attended Humboldt State University where he majored in Geography and minored in Geology. Mr. Knapp has been employed with California State Parks for 38 years, with 30 years in the field at North Coast Redwood and Sierra District Parks and 8 years at Headquarters, performing as the Roads and Trails Program Manager and Chief of Facilities Management Division.

### **Aaron Chaffee**

Aaron Chaffee is the Vice President of Hostel Development for Hostelling International USA (HI USA). He is a member of the Senior Leadership team and has been with HI USA since 2001. Prior to his current role in the recently unified HI USA he was the Director of Hostels for the National Office. Aaron is responsible for Nation-wide hostel development, licensing, and management contracts. Aaron brings to his role over 20 years of guest service management experience and a MBA from the University of Washington. He has participated as a speaker, facilitator, and taskforce member for a number of initiatives associated with the Hostelling International global network and industry trade associations.