

EAST OREGONIAN

THURSDAY, MARCH 17, 2022

146th Year, No. 62

WINNER OF 16 ONPA AWARDS IN 2021



INSIDE TASTE OF NORDIC RETURNS TO ANTHONY LAKES

PENDLETON

Taxi-ride-hail compromise hits a bump

By ANTONIO SIERRA
East Oregonian

PENDLETON — City staff presented its pilot plan for integrating ride-hailing companies such as Uber into Pendleton as a compromise, but only one party seemed satisfied with the result.

Finance Director Linda Carter shared the basics of the proposal with the city council at a meeting Tuesday, March 15: Elite Taxi, the city's only cab business, would operate during the day and ride-hailing services would run during the evenings with a few overlapping hours between them. Elite would continue to operate city-subsidized programs for senior, disabled and low-income residents.

Currently, the city's taxi ordinance prevents ride-hailing services from operating within the city because they don't meet requirements to qualify as a taxicab service.

Carter said staff was recommending the city put the pilot program in place for three to four months, after which, the council would determine whether it wanted to extend the proposal, adjust it or do away with the program entirely.

The owners of Elite have repeatedly argued they need both cash fare and revenue from its contracts with the city to stay viable. Carter said the plan would allow aspiring Uber drivers to begin operating while protecting one of the few companies qualified to run its subsidized transportation services.

Matthew Johlke, who owns and operates Elite with his father, said the cab company was making a big sacrifice by relinquishing 40% of its service hours. But he later added Elite thought it could make it work through the decreased overhead it would see by not having to operate during late-night, low-volume hours.

A couple representing a group of residents who want to drive for Uber were less sanguine about the deal. Alicia and Jesse Reynen said they wanted Uber drivers to be able to operate 24/7 during the trial period, and they only accepted the compromise under pressure from city staff.

The plan also faced scrutiny from the council.

Councilor Dale Primmer said the city wouldn't be able to truly measure the effect of ride-hail services on Elite unless both sides were able to run during the same hours. Agreeing with Primmer, Councilor Sally Brandsen said ride-hail services could open up a new customer base that wouldn't

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Night, a 1-year-old Labrador/border collie mix, clutches a ball Wednesday, March 16, 2022, at the Pendleton Animal Welfare Shelter in Pendleton. Pioneer Humane Society/PAWS have made it to the "Furry 4" in the nationwide March Muttness Tournament fundraising competition.

Ben Lonergan/East Oregonian

WORKING TO BECOME

TOP DOG

Pendleton Animal Welfare Shelter strives to out-fundraise competitors in national tournament

By PHIL WRIGHT
East Oregonian

PENDLETON — The Pioneer Humane Society/Pendleton Animal Welfare Shelter is vying in a national fundraising tournament to come out as top dog.

The local humane society and the no-kill shelter it operates at 517 S.E. Third St., Pendleton, have made it to the "Furry 4" in March Muttness. The Humane Society of Southern Arizona hosts the tournament, patterned after college basketball's March Madness to determine a national champion. Instead of hoops, shelters vie for donations.

Shaindel Beers is vice president of the Pioneer Humane Society/PAWS Board of Directors. She said the organization

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Ben Lonergan/East Oregonian

A 5-week-old puppy looks up from a kennel Wednesday, March 16, 2022, at the Pendleton Animal Welfare Shelter in Pendleton. The puppies have yet to be offered for adoption.

Business curates one-of-a-kind tourism opportunities

By DAVIS CARBAUGH
The Observer

BAKER CITY — A Baker City business is shining a light on the natural gems of Eastern Oregon.

Go Wild: American Adventures focuses on local tourism, environmental education, community partnerships and international outreach. Through custom-curated outdoors adventures, owner Dan Sizer aims to share his love of the outdoors with others.

"From the beginning, the rural Oregon part was something I really wanted to help people connect to," Sizer said.

The business is in its fifth year, but has faced several hurdles related to the coronavirus pandemic. As the warm season approaches, Sizer and his crew are gearing up for a slate of adventures in Eastern Oregon this summer.

Sizer, who graduated from Lewis & Clark College in Portland, went to high school in Baker



Go Wild: American Adventures/Contributed Photo

Two Go Wild: American Adventures guests jump into an alpine lake in the Wallows during the summer of 2021. The business, based in Baker City, creates curated outdoor experiences in Eastern Oregon.

City and began the business after working for the U.S. Forest Service for six seasons. The inspiration for

Go Wild: American Adventures started in Sizer's college days, when he took a group of interna-

tional students back home to Eastern Oregon. Sizer and his friends went backpacking, hiking, canoeing and participated in other outdoor activities that the group had never done before.

It was at this point that Sizer saw a potential business opportunity, inviting individuals from out of the area to experience what Eastern Oregon has to offer. The business now provides guides, personal chefs, gourmet outdoor meals, lessons and more at destinations across the region.

"It was always amazing for me to see the awe and wonder, realizing how many folks haven't been out in this kind of country," Sizer said.

Go Wild's main clientele come from larger cities such as Portland, Seattle or the Tri-Cities in Washington. Sizer noted the business shifted from focusing on day-trip visitors coming through Eastern

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