

## BY THE WAY

## BTW

Continued from Page A1

Last Supper Dining, at 508 E Main Street in Hermiston, has now expanded its hours to include lunch. The restaurant is open from 11 a.m. to 7 p.m. Monday through Saturday.

Desert Rose Ministries started the biblically-themed restaurant in July as a way to offer jobs to people struggling to find employment due to a criminal record or other barriers.

The church has also opened Devine Blessings Thrift Shoppe next door at 524 E Main St. The secondhand store is open from 10 a.m. to 5 p.m.

Hermiston High School will be opening a new parking lot behind the school on Jan. 2. The lot, which can be accessed via Orchard Avenue, was built to help relieve congestion in the school's other parking lots and Highland Avenue.

Students will have access from the lot into the school via the doors by the weight room. All buses will continue to enter the school grounds from North First Street.

The first 200 students to use the weight room entrance from the new parking lot on Jan. 2 will

be greeted with a free hot chocolate.

The Echo Community Benefit Plan is providing grant money to spruce up two landmarks in Echo. Repairs will be performed to floor joists and plumbing at the old VFW Hall, the kitchen will be renovated and the hall will receive new flooring and new paint, according to a post on the city of Echo's Facebook page. A second grant will go to repairs of the historic Fort Henrietta Park Blockhouse, where some of the wood has rotted.

The city of Hermiston has a new finance director. City Manager Byron Smith introduced Mark Krawczyk to the city council Monday after his first day on the job. Krawczyk is replacing Amy Palmer, who resigned in July for family reasons. He was previously assistant finance director for Fort Worth, Texas and said all of his career has been spent in finance, including 16 years in the utilities industry.

You can submit items for our weekly By The Way column by emailing your tips to editor@hermistonherald.com or share them on social media using the hashtag #HHBTW.

## IN BRIEF

### 'Elf' raises money for Operation Graduation

A special showing of "Elf" will help usher in the holiday season and raise money for Riverside High School's Operation Graduation.

The event is Friday, Dec. 22 at 7:15 p.m. at the SAGE Center, at 101 Olson Road, Boardman. People are encouraged to dress in their cozy pajamas. The cost is \$3 per person, which includes a bag of popcorn. Additional donations will be accepted.

For more information, call 541-481-7243 or visit [www.visitsage.com](http://www.visitsage.com).

### Art exhibit offers unique gift shopping

More than 50 fine arts crafters are featured in the Art of the Gift.

The unique exhibit and sale offers many one-of-

a-kind gift ideas. It's open Tuesday through Fridays from 10 a.m. to 4 p.m. and Saturdays from noon to 4 p.m. at Pendleton Center for the Arts., 214 N. Main St., Pendleton. It runs through Dec. 31.

In addition to Saturday shopping, visitors can participate in free drop-in art and craft projects. For more information, call 541-278-9201 or visit [www.pendletonarts.org](http://www.pendletonarts.org).

### Climb aboard for 'Polar Express' event

Kids are invited to put on their favorite pajamas for a "Polar Express" party.

Hot chocolate, cookies, a photo booth and other fun activities are featured during the free event. Kids and their families will want to climb aboard Thursday, Dec. 21 from 3-6 p.m. at the Hermiston Public Library, 235 E. Gladys Ave. For more information, call 541-567-2882.



EO FILE PHOTO

Hermiston School District athletic facilities, including Kennison Field, seen here, are host to many games and tournaments that bring players and spectators from all over.

## VISIT

Continued from Page A1

"We have nothing to promote," he said.

The city has invested heavily in the Eastern Oregon Trade and Event Center on the southeast edge of town, including a \$1 per room per night tourism promotion assessment on hotel rooms that goes directly to marketing EOTEC (a second dollar per night, added last year, is being used to pay off bonds used to complete EOTEC's construction). The project started out the 2017-2018 fiscal year with more than \$350,000 in TPA funds in the bank. Now that construction is complete and venue-management company VenuWorks is set to take over management on Jan. 1, the EOTEC board hopes to use that war chest to start marketing the facility in earnest for conventions and other events that will draw out-of-town guests.

The city is also investing in things like a festival street — with construction

planned for spring downtown — to provide travelers with something to do during their stay.

"The proof's in the pudding that we are investing in tourism assets and infrastructure, but you don't start marketing the car before you build the car," Morgan said.

When tourists come to Pendleton, they often come purely for vacation reasons, and find plenty of events, tours, museums, outdoor recreation, shopping and dining experiences to keep them busy during their stay.

Hermiston's hotels, on the other hand, tend to be more full during the week than on weekends. Hermiston Holiday Inn Express manager Steven Arrasmith told Elfering during Thursday's meeting that the hotel has "a lot of corporate travel, and not as much for leisure."

If hotels, restaurants and gas stations are seeing an uptick during the weekend, it's usually for sports tournaments held at Kennison Field and other Hermiston School District venues that

the community has invested in. Chamber director Debbie Pedro said Hermiston's biggest yearly attraction is the Hermiston Farm Fair, an agricultural trade show that draws about 1,500 people to town.

AAU basketball tournaments and trade shows at EOTEC might not be as glamorous as the Pendleton Round-Up, Morgan said, but they can still direct out-of-town dollars into local businesses. They just require a different strategy.

"The engineer that has to come here for work, what are the things that would get dollars out of his pocket?" Morgan asked as he described Hermiston's tourism focus.

Umatilla County's tourism lodging tax seemed to lean more toward the Pendleton style of tourism, which relies on a distinctive Pendleton brand of a good time in the "real west." The proposal put together by the county spoke of "marketing Umatilla County as a destination" via brand development, membership in statewide tourism associations,

social media campaigns, grants and paid media campaigns with analytics gathered from "our outside-of-area target audience."

For those reasons, Pendleton hoteliers and those affiliated with Travel Pendleton and the Pendleton Convention Center were opposed to the tax. They felt that Pendleton — with 15 of the 29 hotels in the county that would be affected — would be contributing to a fund that would duplicate Travel Pendleton's efforts inside Pendleton and disproportionately subsidize other communities outside of it.

"Please don't hamstring Pendleton to supplement other towns in Umatilla County who haven't committed to tourism and may not have the infrastructure or events to host tourism," Pendleton Convention Center manager Pat Beard wrote in a letter sent to county commissioners.

Bill Elfering heard them loud and clear, and said the county was abandoning the idea.

"It's off the table at this point," he said.

## CHAMBER

Continued from Page A1

to the conference center will also help alleviate crowding at city hall.

In April the council also voted to offer the chamber space for free in the basement of the former Carnegie Library, which the city planned to spend \$125,000 remodeling. But attendees at that city council meeting called the offer of a basement an insult to the chamber after its years of being a valued community partner, and questioned whether the city would run the center with the community truly in mind. The chamber formally turned down the offer of the Carnegie Library in



FILE PHOTO

Hermiston Chamber of Commerce director Debbie Pedro, right, and Kelly Schwirase take phone calls in April in the office at the Hermiston Conference Center.

June.

Since then, the chamber has been searching for a building to call home before the end of the year. A news release from the chamber on

Tuesday called the move to the Cornerstone Plaza "temporary" and said chamber staff, board members and volunteers "are currently exploring all permanent

location options."

The news release stated that the chamber has enjoyed working with various groups over 22 years in the conference center and thanked everyone who had been "so supportive of the Chamber and its long time success in managing the Hermiston Community Center."

## DEFEND EAR SHOOTER EAR PLUGS



**Shooter ear plugs** are specifically designed to fit into any ear without the need for ear impressions. The Shooter allows for clear communication, as well as enhanced ambient awareness. When a gunshot is fired, the electronic circuit instantly suppresses the loud noise, protecting your hearing!

- NRR 30 dB • Output up to 86 dB • Three amplification levels
- Wind noise reduction • Low profile • Universal fit • Comfortable
- Hear conversations as normal • No gun mount interference

**Usable straight out of the box!**

featuring state-of-the-art digital technology, the new Westone Shooter offers an affordable way to experience comprehensive electronic hearing protection.



**RENATA ANDERSON M.A.**  
2237 Southwest • Court Place  
Pendleton, OR 97801  
**541-276-5053**





# Hermiston Herald

[HermistonHerald.com](http://HermistonHerald.com)

*A Benefit For Subscribers*

Your subscription includes unlimited access to [HermistonHerald.com](http://HermistonHerald.com) so you can read the latest news anytime, anywhere.

*It's easy to access!*

Call 1-800-522-0255, ext. 1 Monday through Friday 8 a.m. – 5 p.m. and we'll help you set up your [HermistonHerald.com](http://HermistonHerald.com) login.

Or go to [HermistonHerald.com](http://HermistonHerald.com) and click on "Register" in the upper lefthand corner to activate your online subscription for the first time.

*Questions?*

Call, email [circulation@hermistonherald.com](mailto:circulation@hermistonherald.com) or stop by 333 E. Main St. in Hermiston during business hours.