

The Public Record

TUESDAY, FEBRUARY 20, 2024

VOLUME 53 - EDITION #8
PALM SPRINGS, CALIFORNIA
\$1.50 - PER SINGLE ISSUE

SERVING ALL OF THE DESERT CITIES AND UNINCORPORATED AREAS OF RIVERSIDE COUNTY IN THE COACHELLA VALLEY

LA Union Station Celebrates 85 Years

BY STAFF REPORTS

This year, Los Angeles Union Station will celebrate 85 years of being a vibrant symbol of Downtown Los Angeles. In the eight-plus decades since its opening, Union Station has captured the spirit and soul of Los Angeles and has emerged as a vital portal to the promise of the California dream and a spirited destination for arts and culture. To commemorate this milestone, the Station will continue to energize the community with events and programs celebrating honored partnerships, unique artists and commemorative holidays throughout its 85th year.

The year of festivities will launch on February 15, with Celebrating in our Ancestors' Footsteps, a special recognition of the Waiting Room exhibition Where You Stand: Chinatown 1880 to 1939. The Metro Art event will kick off with a dynamic, traditional lion dance performance by students of the local East Wind Foundation and will continue with a guided walk-through of the exhibition led by Metro Art.

"Los Angeles Union Station is thrilled to welcome and encourage Angelenos to join us for dancing, music, films and more in celebration of our 85th anniversary. Since May 1939, Los Angeles Union Station has been so much more

Continued on page 2...

Birds Eye Aerial Drones Joins Palm Springs iHub

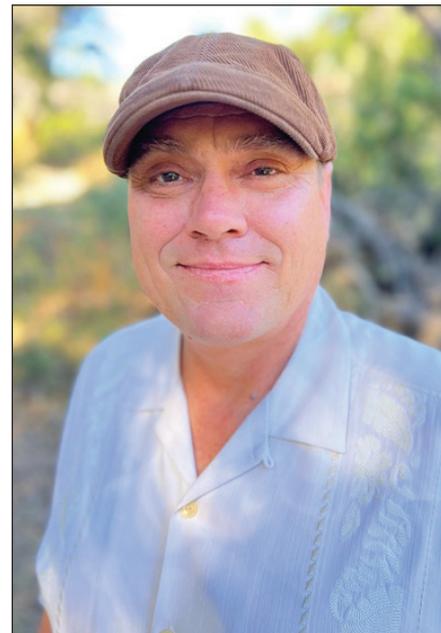
BY STAFF REPORTS

The Coachella Valley Economic Partnership (CVEP), announced today that Birds Eye Aerial Drones, LLC (BEAD) has been accepted into the Palm Springs iHub business incubator program.

BEAD, a veteran-owned organization out of San Diego, is a leader in aerial drone services, providing high-caliber imaging for construction, utilities, government, agriculture, golf courses, and other industries. In their expansion to Palm Springs and the Coachella Valley, they will bring new and innovative services focusing on water, construction, golf, and agricultural industries, especially by combining 3D mapping and thermal imaging.

CEO Scott Painter says, "As a part of our entry into the Coachella Valley, we've relocated our VP of Flight Operations to Palm Desert. This allows for both personal knowledge of Valley needs as well as an in-person client experience. We are very much looking forward to calling the Coachella Valley our home away from home."

"Over the past several months, we have met with BEAD's leadership team, working towards the goal of a successful admission into the Palm Springs iHub,"



Scott Painter, MBA, Founder and CEO of Birds Eye Aerial Drones



Sheri Painter, Co-founder, Birds Eye Aerial Drones

says Laura James, CVEP's Vice President of Innovation. "We are impressed with the company's commitment to innovation, safety, integrity, and quality, as well as their desire to foster the growth of the local workforce, particularly in the rapidly evolving field of drone data and imagery. Their expansion into this market, with a focus on construction and the golf industry, is a fantastic addition to

the local business landscape."

CVEP's Palm Springs iHub is dedicated to supporting the growth of technology-focused businesses by providing support resources, networking opportunities, and professional input. For companies seeking to add high-quality jobs in the Coachella Valley, admission to the Palm Springs iHub provides a soft landing that eases integration into the local

Continued on page 2...

IN THIS ISSUE

DEPARTMENTS

Business News 2
Public Sector News..... 4

FEATURES/NEWS

PUBLIC NOTICES 5
HOA Homefront 8

Birds Eye Aerial Drones Joins Palm Springs iHub

...continued from page 1

business community. For over a decade, the iHub has attracted and supported more than 80 companies that demonstrate a commitment to driving technological advancements, creating high-quality jobs, and actively advancing economic opportunity in the region.

“We are thrilled to be admitted to the Palm Springs iHub,” said Sheri Painter, Co-founder of BEAD. “This is a great opportunity for us as a growing business. Having the wealth of knowledge from CVEP staff and other iHub peers insures we are off to a solid start. Being veteran-owned often means we start behind the line. This opportunity gives us a solid starting position.”

As a member of the Palm Springs iHub, BEAD will gain access to a range of benefits, including an entrepreneurial peer group, mentorship, meeting space, targeted introductions, and networking events. **TPR**

LA Union Station Celebrates 85 Years



...continued from page 1

than the connector between physical communities in the West – it has also been the meeting ground for cultural exchange, art and celebration building connection between the diverse communities of people who call Los Angeles home,” said Susie Vance, Director of Marketing for Morlin Asset Management % Los Angeles Union Station.

On February 23, the Station will host a free screening of “Geoff McFetridge: Drawing a Life,” a Metro Art event that will include a conversation between the one-of-a-kind visual artist and LA-based writer, Alissa Walker. Next up and back by popular demand, Metro Art Presents will partner with KJazz for Jazz Tracks, inviting Angelenos of all ages to enjoy an exceptional night of live music and special performances.

The Station will continue its participation in Doors Open California, a two-day celebration of architecture and culture across the state, from the California Preservation Foundation. Participating Angelenos will experience behind-the-scenes guided art and architecture tours of “the last of the great train stations.”

To honor Union Station’s place in Los Angeles’ history, the iconic landmark is collaborating with Merch Motel, a brand created by Barkev Msrlyan and inspired by historic destinations, signage and architecture, set to launch Spring 2024. The collaboration will largely be inspired by the innovative blend of Spanish Colonial, Mission Revival and Art Deco stylings involved in the Station’s unique architecture design. Los Angeles Union Station will also continue to host third-party events throughout its impressive spaces, including the former Fred Harvey Restaurant, which will soon become available as a unique venue location for special events, filming, weddings and more.

To learn more about Los Angeles Union Station, visit unionstationla.com. **TPR**

BUSINESS NEWS

SOUTHWEST AIRLINES PLANS CUSTOMER EXPERIENCE UPGRADES

Southwest Airlines Co. (NYSE: LUV) is onboarding a new look and feel with plans for redesigned aircraft cabin conveniences and interiors that are distinctly Southwest® and will feature new aircraft seats from RECARO. Alongside these efforts, Southwest announces an Employee uniform refresh that will bring a modern look to more than 53,000 Southwest Employees.

Southwest Airlines partnered with Tangerine, a leading design company that specializes in transportation, to create an updated cabin interior for new aircraft deliveries beginning next year. The design is based on extensive research covering Customer and Employee perceptions of color, comfort, and their aspirations for the overall onboard experience. The design brings to life Southwest’s warm energy with deep blue tones, sky blue accents, and a nod to the Southwest Heart woven throughout the carpet.

As part of this refresh, Customer research and product testing guided Southwest to select the global supplier of premium aircraft seats, RECARO, to provide comfortable seating that complements the calm blue palette planned for the refreshed cabins. The Southwest Heart will be threaded throughout the interior with the recognizable symbol debossed on seat headrests, alongside a sunray pattern on the seats. To see visuals of the cabin interior, please visit SWAMedia.com.

“Southwest flies above our competition with industry-leading flexibility and our legendary Hospitality,” said Tony Roach, Senior Vice President and Chief Customer Officer at Southwest Airlines. “Our redesigned cabin interior significantly enhances our inflight Customer experience and will complement the amazing service that our Crews provide.”

The new RECARO seats include a multi-adjustable headrest cushion for enhanced head and neck support, an intuitively designed seat for ultimate comfort while maximizing seat width and overall support. The upgrades continue as each seat also will include a personal electronic device holder for Customers to enjoy free! Inflight Entertainment on their devices more easily.

“RECARO is proud to collaborate on expanding our footprint in the Americas, especially when working with a local partner like Southwest who began their story at the same time as us,” said Mark Hiller, Ph.D., and CEO of RECARO Aircraft Seating and RECARO Holding. “Our new seat will be a great addition to the Southwest Customer Experience, as its durable design and comfort features will serve Passengers well.”

“We’re delighted to be part of Southwest’s historic journey and next phase in their modernization plan,” said Matt Round, Chief Creative Officer at Tangerine. “We’ve listened to Southwest’s Customers and Employees and responded by creating a distinctive new cabin interior that meets and exceeds their desires. By working closely with Southwest and all suppliers involved, we were able to ensure the design intent was executed in the cabin to the highest possible quality. The stunning result is a testament to what can be achieved through a collaborative spirit from all those involved.”

Additionally, a Uniform Inspiration Team with 75 Southwest Employees is working alongside current apparel vendor, Design Collective by Cintas, and uniform brand consultant and fashion stylist, Bonnie Markel, to develop the new look for Southwest Employees who work in and around airports, including Inflight Operations, Ground Op-

Continued on page 3...

THE PUBLIC RECORD (ISSN 0744-205X), is published twice weekly for \$59.95 per year by The Public Record, 13279 Palm Drive Suite 4 & 5, Desert Hot Springs, CA 92240, (760) 771-1155, Fax (760) 771-1188. Periodical postage paid at Palm Springs, CA 92262. Postmaster: Send address changes to The Public Record, 13279 Palm Drive Suite 4 & 5, Desert Hot Springs, CA 92240.

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