

BUSINESS BRIEFS

coachella valley

Business Expo planned for Oct. 8

The date has been set for the **Palm Desert Chamber of Commerce Business Expo at Fantasy Springs Resort Casino** in Indio. The event, which draws

more than 150 valley businesses, restaurants, attractions and organizations who showcase their services, wares and products, will be held from 4 to 7:30 p.m. Oct. 8. As many as 15 member restaurants will offer samples of their culinary delights. Booth fees start at \$300 for Palm Desert chamber

member nonprofit groups and \$375 for businesses. The cost is \$650 for booth space reserved by nonmembers. Cost for admission: \$5, a ticket price that includes a two-for-one buffet coupon for Fantasy Springs, \$10 more play players card credit, raffle opportunities and admission to the after party at the **Velvet Palm** on the 12th floor of Fantasy Springs. Info: (760) 346-6111 or e-mail info@pdcc.org
— **DEBRA GRUSZECKI**

indio
Southwest Arts Fest applications available

The **Indio Chamber of Commerce** is accepting applications for the 2011 **Southwest Arts Festival** to be held Jan. 28-30. It is the 25th anniversary of the festival, which features more than 255 artists showing traditional, contemporary and abstract art at the **Empire Polo Club** in Indio. Visit www.southwestartsfest.com or call (760) 347-0676 for information.
— **MIKE PERRAULT**

Food bank opens new warehouse

The **Food in Need of Distribution Food Bank** opened a new warehouse this month at 83-775 Citrus Ave. in Indio. The group also is kicking off "Hunger Action Month," a nationwide initiative asking Americans to get involved through a "30 Days in 30 Days" campaign. Info: findfoodbank.org or call (760) 775-3663
— **MIKE PERRAULT**

inland empire
Disneyland VP elected to Make-A-Wish board

Make-A-Wish Foundation of Orange County and the Inland Empire announced that **Jon Storbeck**, who as

vice president of Disneyland Park in Anaheim oversees daily operations of the park, has been elected the chapter's board chairman. Storbeck has served on the board of directors for four years. Other new board members include **Robert Grant**, president and CEO of **Bausch & Lomb Surgical**; **Jim Carol**, general manager of **Neudesic Corp.**; **Michael Rapacz**, founder of **Pacific Contours**; **Ferril Onyett**, consultant with **POV Collaborative**; **J.C. Timmons**, president of **Timmons Co.**; and **Gretchen Sheckler**, CEO of **The Sheckler Foundation**.
— **MIKE PERRAULT**

la quinta
Firestarter Spirits expands distribution

Firestarter Spirits Inc., based in La Quinta, announced it is continuing to expand nationally. The company's Firestarter Vodka will be distributed throughout Georgia, Florida, South Carolina, Kansas, Kentucky, Illinois and Knoxville, Tenn., through various new distributor agreements. The company plans to roll out its product internationally as well, said **Matt Wilkerson**, vice president.
— **MIKE PERRAULT**

palm desert
Teach your 5-year-old about firearm safety

The **Academy**, which features a firearms training center and indoor shooting range, is offering youth-oriented programs at the facility at 38-698 El Viento Road, Palm Desert. Its Rifle Safety & Advanced Orientation course is for 5- to 17-year-olds. Other courses include English Prone Position Shooting and Rifle Sight Adjustment Procedures. Info: TheAcademy.US.com

or call (760) 360-5600
— **MIKE PERRAULT**

Marine Corps to lead Halloween event

Mark Oct. 31 on your parade calendar as the **U.S. Marine Corps** band and color guard will head the 46th annual Palm Desert Golf Cart parade. This year features a "Halloween Extravaganza" theme. An eight-passenger golf cart will honor World War II Marine Corps veterans. Info: www.golfcartparade.com
— **MIKE PERRAULT**

VIP seats available for golf cart parade

Palm Desert Chamber of Commerce and the **city of Palm Desert**, title sponsors for the **Palm Desert Golf Cart Parade** to be held Oct. 31, announced that \$15 VIP seats are still available. But the free Senior Seating Area, with 200 seats, already have filled up. Its sponsors include **Eisenhower Medical Center** and **The Auen Foundation**. Entries still are being taken for the parade, which kicks off at 1 p.m. Info: www.golfcartparade.com or call (760) 346-6111
— **MIKE PERRAULT**

palm springs
Marketing 'guru' to speak at event

The **American Advertising Federation Palm Springs-Desert Cities** is hosting author, marketing guru and motivational speaker **Tom Asacker** at its luncheon on Wednesday. Asacker will deliver the speech, "Opportunity Screams: Heart, Mind and Marketing" in the Cahuilla Ballroom at Agua Caliente Casino Resort Spa, 32-250 Bob Hope Drive, Rancho Mirage. Registration begins at 11 a.m. and lunch is at 11:30 a.m.

The event is open to the public. Cost: AAF members, \$35; others, \$45. To RSVP, call (760) 325-2882 or visit www.desertadfed.com.
— **DEBRA GRUSZECKI**

Apartment vacancy rate remains high

The vacancy rate in the Palm Springs/Palm Desert markets for Class A apartments is at 14.5 percent, down from the peak of 24 percent in the fourth quarter of 2008, according to a market report from **Marcus & Millichap Real Estate Investment Services**. That vacancy rate is higher than the historical average of 7 percent, so owners likely will continue to offer concessions and incentives such as 30 days of free rent, research analysts said.
— **MIKE PERRAULT**

Mizell Senior Center awarded \$25,000

The **H.N. and Frances C. Berger Foundation** has awarded a \$25,000 grant to the **Mizell Senior Center** in Palm Springs. Among other services, the Mizell Senior Center offers on-site lunches and a Meals-On-Wheels program. The center has served the area for more than 35 years. Info: www.mizell.org
— **MIKE PERRAULT**

District grant funds teen health program

Desert Healthcare District's directors approved a \$28,225 grant for the **Ramon Alternative Center** to support the "Project Running: Reducing the Risk" program. The six-week program aims to motivate middle and high school students to change their lifestyles through nutrition and exercise. **Dr. Glen Grayman**, president of Desert Healthcare District, said the **Health Assessment Resource Center**, based in Palm Desert, released data showing nearly half of all teenagers in the valley are overweight or obese. Ramon Alternative Center's program is designed to combat the problem by helping kids set goals, improve their nutrition and fitness, and make appropriate lifestyle choices, officials said. The center is an alternative course of study for "at risk" students in the **Palm Springs Unified School District**, officials said.
— **MIKE PERRAULT**

thousand palms
Photo lab celebrates 17th anniversary

Photo ColorGraphix, which started as a 900-square-foot commercial photo lab called S&K Darkroom, marked its 17th anniversary in a 3,500-square-foot space in Thousand Palms. Partners **Chas Allen** and **Sharron Kenty** handle high-quality, wide-format digital printing and imaging, including printing on fabrics and textured wallpaper. The business, at 31-265 Reserve Drive, Suite A, in Thousand Palms, serves agencies and design studios, nonprofit organizations, fine artists, restaurants, trade show exhibitors, decorators and others. See photocolgraphix.com or call (760) 343-1595.
— **MIKE PERRAULT**

joshua tree
Donate blood, enter drawing

LifeStream and **Hi-Desert Medical Center** will hold a blood drive from 11 a.m. to 3 p.m. on Wednesday at the Helen Gray Education Center at the medical center's campus in Joshua Tree. Participants will be entered into a drawing for a gift basket. Walk-ins are welcome, but reservations are recommended. Call (760) 366-6324 or visit www.LStream.org.
— **MIKE PERRAULT**



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NOTICE OF A PUBLIC HEARING CITY COUNCIL CITY OF PALM SPRINGS

TO AMEND THE DESIGNATION OF THE PALM SPRINGS CITY HALL - HSPB 33 TO INCLUDE THE CITY HALL SITE AS CLASS 1 HISTORIC SITE AND NOTICE OF EXEMPTION FROM CEQA

3200 EAST TAHQUITZ CANYON WAY

NOTICE IS HEREBY GIVEN that the City Council of the City of Palm Springs, California, will hold a Public Hearing at its meeting of September 22, 2010. The City Council meeting begins at 6:00 p.m. in the City Council Chambers at City Hall, 3200 East Tahquitz Canyon Way, Palm Springs.

The purpose of the hearing is to consider a recommendation of the Historic Site Preservation Board to amend the Palm Springs City Hall Class 1 Historic designation (Case No. HSPB 33) to include the City Hall site including landscape and parking areas. The subject site is addressed as follows: 3200 East Tahquitz Canyon Way (APN 502-150-005).

ENVIRONMENTAL DETERMINATION: This request is categorically exempt from review pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the California Environmental Quality Act (CEQA), whereas the proposed designation meets the conditions outlined for preservation of a historic resource. The application is available for public review in the Planning Services Department, City Hall, 3200 East Tahquitz Canyon Way, Palm Springs, between the hours of 8:00 a.m. to 11:00 a.m. and 2:00 p.m. to 6:00 p.m., Monday through Thursday.

REVIEW OF PROJECT INFORMATION: The staff report and other supporting documents regarding this project are available for public review at City Hall between the hours of 8:00 a.m. to 11:00 a.m. and 2:00 p.m. to 6:00 p.m., Monday through Thursday. Please contact the Office of the City Clerk at (760) 323-8204 if you would like to schedule an appointment to review these documents.

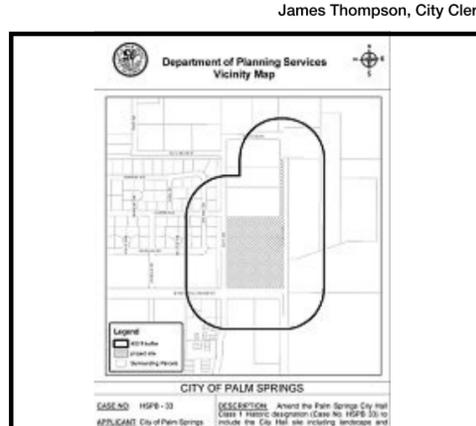
COMMENT ON THIS APPLICATION: Response to this notice may be made verbally at the Public Hearing and/or in writing before the hearing. Written comments may be made to the Historic Site Preservation Board by letter (for mail or hand delivery) to:

James Thompson, City Clerk
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262

Any challenge of the proposed project in court may be limited to raising only those issues raised at the Public Hearing described in this Notice or in written correspondence delivered to the City Clerk at, or prior to, the Historic Site Preservation Board hearing. (Government Code Section 65009[b][2]). An opportunity will be given at said hearing for all interested persons to be heard. Questions regarding this case may be directed to Craig A. Ewing, AICP, Director of Planning Services at (760) 323-8245.

Si necesita ayuda con esta carta, porfavor llame a la Ciudad de Palm Springs y puede hablar con Nadine Fieger telefono (760) 323-8245.

James Thompson, City Clerk



Department of Planning Services
Vicinity Map

CITY OF PALM SPRINGS

CASE NO: HSPB-33
APPLICANT: City of Palm Springs
Historic Site Preservation Board

DESCRIPTION: Amend the Palm Springs City Hall Class 1 Historic designation (Case No. HSPB 33) to include the City Hall site including landscape and parking areas.