



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Alexander Martinez	Phone	6267162916
Employer	Craig Fry & Associates	Email	amartinez@cfa-la.com
Business Address	1010 S. Arroyo Parkway, #6	Website Address	craigfryandassociates.com
Address Line 2		Fax	N/A
City	Pasadena		
State	CA	Zip	91105
Legislative Advocacy During the Past 12 Months Not Previously Reported			
Not Applicable			

Sanctions

Have you ever been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?
No
Has a firm at which you work, has worked, or for which you own or has owned an equity interest been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?
No

Expenditure Lobbyist

Are you filing as an Expenditure Lobbyist?	Yes, the Expenditure Lobbyist is a partnership
Please enter the name of each partner if the partnership has fewer than 5 members, or enter the name of the partner with the greatest ownership interest if the partnership has 5 or more.	
Craig Fry Brian Fry	

Client Information

Client Name	Jenel Management Corp	Client Phone	2128896405
Specific Business of Client	Real Estate Management Company	Client Website Address	N/A
Client Address	30 W. 21st Street		
Client Address Line 2			
Client City	New York		
Client State	New York	Client Zip	10016

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2019/10/16	Termination Date	2022/04/01
Project Name (include address if advocating for a property)			
9533 Brighton Way			
Description of Municipal Legislation that is subject of Advocacy			
Work with city plan checkers to obtain building permits for existing retail building tenant improvement			
Desired Outcome			
Obtain building permit			
Estimate of Compensation to be Paid to Legislative Advocate from Client			
up to \$25,000			

Sign and Date

I declare under penalty of perjury that the information which has been included in this Registration Form is true and correct.			
Signed	Alexander Martinez	Date	2019/10/23



City of Beverly Hills

NOTICE OF TERMINATION OF LEGISLATIVE ADVOCACY

Pursuant to Section 1-9-107 of the Beverly Hills Municipal Code, I hereby notify the City of Beverly Hills of the termination of my legislative advocacy concerning the project described below.

Date of Termination of Legislative Advocacy:	04/01/2022
Name of Legislative Advocate:	Alexander Martinez
Employer:	Craig Fry & Associates
Address:	1010 S. Arroyo Parkway, #6
Phone:	6267162916
Email:	amartinez@cfa-la.com
Client:	Jenel Management Corp
Project Name:	9533 Brighton Way
Termination Submitted By:	amartinez@cfa-la.com
Termination Submitted Date:	04/29/2022

Previously Reported Legislative Advocacy Activity

615 N Canon			
Client Name	Malvin Hwee, LANDRYDESIGNGROUP	Phone	310.444.1404
Specific Business of Client	Architect and design firm	Website	https://www.landrydesigngroup.com/#/
Client Address	1818 S. SEPULVEDA BLVD.		
Address Line 2			
City	Los Angeles		
State	CA	Zip	90025
Desired Outcome		Engagement Date	2022/03/15

400 Castle Place			
Client Name	Ruth Black	Phone	626659525
Specific Business of Client	HATBHLLC, Realtor	Website	N/A
Client Address	655 Madison Ave		
Address Line 2			
City	New York		
State	NY	Zip	10065
Desired Outcome		Engagement Date	2022/02/02

FOR CITY CLERK USE ONLY

Date of Registration Submission Wednesday, October 23, 2019 @ 12:09PM

Date of Termination Submission Friday, April 29, 2022 @ 10:50AM

Date of Administrative Approval Wednesday, October 23, 2019 @ 12:33PM

Administrative Approval by Isyrodriquez