



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

Expediting plans for architect

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 business entity

Please enter the name of each person with an ownership interest if the business entity has fewer than 5 owners, or enter the name of the person with the greatest ownership interest in the entity, if the entity has 5 or more.

LLC President Craig Fry, Vice President Brian Fry

Client Information

Client Name	Malvin Hwee	Client Phone	(310) 444-1401
Specific Business of Client	Landry Design Group	Client Website Address	www.landrydesigngroup.com
Client Address	1818 S. Sepulveda Blvd		
Client Address Line 2			
Client City	Los Angeles		
Client State	CA	Client Zip	90025

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2019/07/03	Termination Date	2022/04/01
Project Name (include address if advocating for a property)			
615 N. Canon Drive			
Description of Municipal Legislation that is subject of Advocacy			
No municipal action, just looking to obtaining proper permits in a timely manner.			
Desired Outcome			
Be able to remodel pool, spa and water feature			
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	2020/03/31



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:	Malvin Hwee
Project Name:	615 N. Canon Drive
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 Tuesday, March 31, 2020 @ 10:03AM

Date of Termination Submission Friday, April 29, 2022 @ 10:51AM

Date of Administrative Approval Tuesday, March 31, 2020 @ 11:42PM

Administrative Approval by Isyrodriquer