



# City of Beverly Hills

## Legislative Advocate Registration

### Legislative Advocate Information

Name	ASHOK VANMALI GRUEN ASSOCIATES	Phone	3239374270
Employer	Gruen Associates	Email	vanmali@gruenassociates.com
Business Address	6330 SAN VICENTE BLVD SUITE 200	Website Address	www.gruenassociates.com
Address Line 2		Fax	
City	Los Angeles		
State	CA	Zip	90048
Legislative Advocacy During the Past 12 Months Not Previously Reported			
Architectural commission application for John Lobb Boutique on Brighton Way Louis Vuitton Exhibition and Temp Store on Rodeo Drive HBC - Saks Beverly Hills Expansion on Wilshire Blvd.			

### 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.	
Michael A. Enomoto, Inc. Larry Schlossberg, Inc. Debra Gerod, Inc. Ashok Vanmali , Inc.	

### Client Information

Client Name	Cheval Blanc Beverly Hills	Client Phone	212-931-2602
Specific Business of Client	Hospitality , Retail	Client Website Address	www.louisvuitton.com
Client Address	598 Madison Avenue, 8th Floor		
Client Address Line 2			
Client City	New York		

Client State	NY	Client Zip	10022
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## Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2019/05/31	Termination Date	2023/06/05
Project Name (include address if advocating for a property)			
Cheval Blanc Beverly Hills , 468 N. Beverly Rodeo Drive, Beverly Hills 90210			
Description of Municipal Legislation that is subject of Advocacy			
Real Estate Development			
Desired Outcome			
Approval of Development Application			
Estimate of Compensation to be Paid to Legislative Advocate from Client			
\$75,001 and above			

## 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	Avanmali	Date	2020/11/18



## 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:	06/05/2023
Name of Legislative Advocate:	ASHOK VANMALI GRUEN ASSOCIATES
Employer:	Gruen Associates
Address:	6330 SAN VICENTE BLVD SUITE 200
Phone:	3239374270
Email:	vanmali@gruenassociates.com
Client:	Cheval Blanc Beverly Hills
Project Name:	Cheval Blanc Beverly Hills , 468 N. Beverly Rodeo Drive, Beverly Hills 90210
Termination Submitted By:	vanmali@gruenassociates.com
Termination Submitted Date:	06/07/2023

## Previously Reported Legislative Advocacy Activity

Cartier, 370 N Rodeo Drive			
Client Name	David Galvez	Phone	347.410.1343
Specific Business of Client	Cartier North America	Website	www.cartier.com
Client Address	645 Fifth Avenue, 7th Floor		
Address Line 2			
City	New York		
State	NY	Zip	10022
Desired Outcome		Engagement Date	2023/12/20

459 N. Rodeo Drive			
Client Name	Kristy Finizio	Phone	212.750.0055
Specific Business of Client	Dolce & Gabbana USA, Inc.	Website	https://us.dolcegabbana.com
Client Address	546 Fifth Avenue, 10th Floor		
Address Line 2			
City	New York		
State	New York	Zip	10036
Desired Outcome		Engagement Date	2023/09/27

9480 Dayton Way and 210 N. Rodeo Drive			
Client Name	Bill Wiley c/o Sloane Two Rodeo LLC/The Madison Avenue LP	Phone	310.365.0810
Specific Business of Client	CBRE Property Management	Website	www.2rodeo.com
Client Address	9480 Dayton Way, Suite 200		
Address Line 2			
City	Beverly Hills		
State	California	Zip	90210
Desired Outcome		Engagement Date	2023/09/26

300 N. Rodeo Drive			
Client Name	Sarah Avvedimento	Phone	347.604.2984
Specific Business of Client	Van Cleef & Arpels	Website	www.vancleefarpels.com
Client Address	645 Fifth Avenue, 9th Floor		
Address Line 2			
City	New York		
State	New York	Zip	10022

Desired Outcome		Engagement Date	2023/09/21
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#### 456 & 468 N Rodeo Drive; 449 & 465 N Beverly Drive

Client Name	Franklin Dickinson	Phone	2129312602
Specific Business of Client	LVMH Moet Hennessy Louis Vuitton	Website	www.lvmh.com
Client Address	19 East 57th Street		
Address Line 2			
City	New York		
State	New York	Zip	10022
Desired Outcome		Engagement Date	2023/09/01

#### Rolex/Patek Philippe Boutique at 314 N. Rodeo Drive

Client Name	Gearys Beverly Hills	Phone	3104705807, 106
Specific Business of Client	Rolex/Patek Philippe Boutique	Website	www.gearys.com
Client Address	351 N. Beverly Drive		
Address Line 2			
City	Beverly Hills		
State	California	Zip	90210
Desired Outcome		Engagement Date	2023/02/16

#### 360 N Rodeo Drive

Client Name	LVMH Moet Hennessy Louis Vuitton, Inc./Anish Melwani, President and CEO	Phone	3129843100
Specific Business of Client	Retail	Website	<a href="https://us.louisvuitton.com/eng-us/homepage">https://us.louisvuitton.com/eng-us/homepage</a>
Client Address	c/o Dennis Ferrazzano of Barak Ferrazzano Kirschbaum & Nagelberg LLP		
Address Line 2	200 W. Madison Street		
City	Chicago		
State	Illinois	Zip	60606
Desired Outcome		Engagement Date	2022/10/17

**FOR CITY CLERK USE ONLY**

Date of Registration Submission Wednesday, November 18, 2020 @ 11:06AM

Date of Termination Submission Wednesday, June 7, 2023 @ 12:48PM

Date of Administrative Approval Wednesday, November 18, 2020 @ 11:09AM

Administrative Approval by Isyrodiguez