



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Gaby Reims Alexander	Phone	310-985-4229
Employer	Self	Email	Gaby@gabyalexander.com
Business Address	241 S. Camden Drive	Website Address	
Address Line 2		Fax	424-382-1205
City	Beverly Hills		
State	CA	Zip	90212

Client Information

Client Name	9908 South Santa Monica Blvd, LLC	Client Phone	310-556-2300
Specific Business of Client	Development	Client Website Address	
Client Address	11777 San Vicente Blvd, Suite 550		
Client Address Line 2			
Client City	Los Angeles		
Client State	CA	Client Zip	90049

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2017/09/12	Termination Date	2020/03/12
Project Name (include address if advocating for a property)			
9908 South Santa Monica Blvd.			
Description of Municipal Legislation that is subject of Advocacy			
Entitlements and Land Use for 9908 S. Santa Monica Blvd			
Desired Outcome			
Project approval/approval of entitlements/approval of permits or CUP/approval...			

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	Gabrielle Alexander	Date	2017/09/12
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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:	03/12/2020
Name of Legislative Advocate:	Gaby Reims Alexander
Employer:	Self
Address:	241 S. Camden Drive
Phone:	310-985-4229
Email:	Gaby@gabyalexander.com
Client:	9908 South Santa Monica Blvd, LLC
Project Name:	9908 South Santa Monica Blvd.
Termination Submitted By:	gaby@gabyalexander.com
Termination Submitted Date:	04/29/2020

Previously Reported Legislative Advocacy Activity

Cheval Blanc Beverly Hills			
Client Name	Friends of Cheval Blanc Beverly Hills - Anish Melwani, President & Chair	Phone	415.389.6800
Specific Business of Client	Electoral Advocacy	Website	TBD
Client Address	c/o Nielsen Merksamer Parinello Gross & Leoni LLP		
Address Line 2	2350 Kerner Blvd., Suite 250		
City	San Rafael		
State	CA	Zip	94901
Desired Outcome		Engagement Date	2023/02/08

Margaux Beverly Hills / 244 - 258 N. Clark Drive			
Client Name	Lazer Properties, Inc. / Jason Lewis	Phone	(310) 878-4275
Specific Business of Client	Property Development and Management	Website	www.lazerproperty.com
Client Address	1801 Century Park East		
Address Line 2	2 Suite 870		
City	Los Angeles		
State	CA	Zip	90067
Desired Outcome		Engagement Date	2022/10/25

Spring Place at 9800 Wilshire			
Client Name	Christian Toraldo, Spring Place	Phone	212.257.5620
Specific Business of Client	workspace & membership club at 9800 Wilshire Blvd.	Website	www.springplace.com/beverly-hills
Client Address	Spring Place		
Address Line 2	6 St. Johns Lane		
City	New York		
State	NY	Zip	10013
Desired Outcome		Engagement Date	2022/04/20

8600 WILSHIRE BOULEVARD			
Client Name	David Orenstein, Palisades	Phone	+1 310 268 8288
Specific Business of Client	Real Estate Development and Investment	Website	www.palisad.es
Client Address	631 Wilshire Boulevard Suite 4C		
Address Line 2			
City	Santa Monica		

State	CA	Zip	90401
Desired Outcome		Engagement Date	2021/07/08

FOR CITY CLERK USE ONLY

Date of Registration Submission Tuesday, September 12, 2017 @ 9:05PM

Date of Termination Submission Wednesday, April 29, 2020 @ 6:48PM

Date of Administrative Approval Thursday, February 8, 2018 @ 12:00AM

Administrative Approval by Developer