



# City of Beverly Hills

## Legislative Advocate Registration

### Legislative Advocate Information

|  |                            |                 |                           |
|--|----------------------------|-----------------|---------------------------|
| Name   | Craig Fry                  | Phone           | 6267162916                |
| Employer   | Craig Fry & Associates     | Email           | projectmanager@cfa-la.com |
| Business Address   | 1010 S. Arroyo Parkway, #4 | 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 |                            |                 |                           |
| N/A  |                            |                 |                           |

### 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, President<br>Brian Fry, Vice President  |  |

### Client Information

|                             |                  |                        |              |
|-----------------------------|------------------|------------------------|--------------|
| Client Name                 | Vartan Jangozian | Client Phone           | 818-207-1114 |
| Specific Business of Client | N/A              | Client Website Address | N/A          |
| Client Address              | 443 S. Bedford   |                        |              |
| Client Address Line 2       |                  |                        |              |
| Client City                 | Beverly Hills    |                        |              |
| Client State                | CA               | Client Zip             | 90210        |

### Description of Matter that Legislative Advocate is Attempting to Influence

|   |
|---|
| Initial Date of Lobbying Engagement   |
| 2021/09/30  |
| Project Name (include address if advocating for a property)   |
| 443e & 445 S. Bedford Ave   |
| Description of Municipal Legislation that is subject of Advocacy  |
| Working directly with city officials and clerical staff to obtain all necessary approvals for permit issuance and construction. |
| Desired Outcome   |
| Obtain all necessary building, planning and grading permits   |
| 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 | 2021/10/04 |
|--------|--------------------|------|------------|

## Previously Reported Legislative Advocacy Activity

| 803 linden                  |                          |                 |   |
|-----------------------------|--------------------------|-----------------|---|
| Client Name                 | Roman James              | Phone           | (310) 295-2281  |
| Specific Business of Client | Roman James Design Build | Website         | <a href="https://www.rjdesignbuild.com/">https://www.rjdesignbuild.com/</a> |
| Client Address              | 8383 S. Wilshire Blvd    |                 |   |
| Address Line 2              | #800                     |                 |   |
| City                        | Beverly Hills            |                 |   |
| State                       | CA                       | Zip             | 90211   |
| Desired Outcome             |                          | Engagement Date | 2022/01/11  |

| 1718 Ambassador             |   |                 |            |
|-----------------------------|---|-----------------|------------|
| Client Name                 | Elliott Nassib                                | Phone           | 3107098787 |
| Specific Business of Client | Home owner & Tennant of property listed above | Website         | N/A        |
| Client Address              | 1718 Ambassador Ave                           |                 |            |
| Address Line 2              |   |                 |            |
| City                        | Beverly Hills                                 |                 |            |
| State                       | CA  | Zip             | 90210      |
| Desired Outcome             |   | Engagement Date | 2021/12/07 |

| 443e & 445 S. Bedford Ave   |                  |                 |              |
|-----------------------------|------------------|-----------------|--------------|
| Client Name                 | Vartan Jangozian | Phone           | 818-207-1114 |
| Specific Business of Client | N/A              | Website         | N/A          |
| Client Address              | 443 S. Bedford   |                 |              |
| Address Line 2              |                  |                 |              |
| City                        | Beverly Hills    |                 |              |
| State                       | CA               | Zip             | 90210        |
| Desired Outcome             |                  | Engagement Date | 2021/09/30   |

| 633 Sierra                  |  |         |            |
|-----------------------------|--|---------|------------|
| Client Name                 | Jason Illouliau                        | Phone   | 3234337219 |
| Specific Business of Client | Private Residence, Owner occupied home | Website | N/A        |
| Client Address              | 633 N Sierra Drive                     |         |            |
| Address Line 2              |  |         |            |
| City                        | Beverly Hills                          |         |            |
| State                       | CA                                     | Zip     | 90210      |

|                 |  |                 |            |
|-----------------|--|-----------------|------------|
| Desired Outcome |  | Engagement Date | 2021/09/30 |
|-----------------|--|-----------------|------------|

| 1712 Ambassador             |                                    |                 |              |
|-----------------------------|------------------------------------|-----------------|--------------|
| Client Name                 | Ryan and Jasmin Hekmat             | Phone           | 310-488-7111 |
| Specific Business of Client | Homeowner of property listed below | Website         | N/A          |
| Client Address              | 1712 Ambassador Ave                |                 |              |
| Address Line 2              |                                    |                 |              |
| City                        | Beverly Hills                      |                 |              |
| State                       | CA                                 | Zip             | 90210        |
| Desired Outcome             |                                    | Engagement Date | 2021/09/30   |

| 343 N Canon cosmetic spa    |                      |                 |              |
|-----------------------------|----------------------|-----------------|--------------|
| Client Name                 | Alexia Dekirmendjian | Phone           | 828-312-5705 |
| Specific Business of Client | Cosmetic spa         | Website         | N/A          |
| Client Address              | 343 N. Canon Ave     |                 |              |
| Address Line 2              |                      |                 |              |
| City                        | Beverly Hills        |                 |              |
| State                       | CA                   | Zip             | 90210        |
| Desired Outcome             |                      | Engagement Date | 2021/08/06   |

| 9460 Wilshire               |                                      |                 |              |
|-----------------------------|--------------------------------------|-----------------|--------------|
| Client Name                 | CMI group, Ray Hoffman               | Phone           | 714-931-7665 |
| Specific Business of Client | Property Owner and Property Managers | Website         | N/A          |
| Client Address              | 9640 Wilshire                        |                 |              |
| Address Line 2              |                                      |                 |              |
| City                        | Beverly Hills                        |                 |              |
| State                       | CA                                   | Zip             | 90210        |
| Desired Outcome             |                                      | Engagement Date | 2021/08/06   |

| 1181 Hillcrest              |                        |         |            |
|-----------------------------|------------------------|---------|------------|
| Client Name                 | Markus Persson         | Phone   | 3104987383 |
| Specific Business of Client | Homeowner & Tennant    | Website | N/A        |
| Client Address              | 1181 N. Hillcrest Road |         |            |
| Address Line 2              |                        |         |            |
| City                        | Beverly Hills          |         |            |
| State                       | CA                     | Zip     | 90210      |

|                 |  |                 |            |
|-----------------|--|-----------------|------------|
| Desired Outcome |  | Engagement Date | 2021/08/02 |
|-----------------|--|-----------------|------------|

|                             |                      |                 |            |
|-----------------------------|----------------------|-----------------|------------|
| 9737 S. Santa Monica Blvd.  |                      |                 |            |
| Client Name                 | Greg Strumpf         | Phone           | 9515151322 |
| Specific Business of Client | Restaurant           | Website         | N/A        |
| Client Address              | 9737 S. Santa Monica |                 |            |
| Address Line 2              |                      |                 |            |
| City                        | Beverly Hills        |                 |            |
| State                       | California           | Zip             | 90210      |
| Desired Outcome             |                      | Engagement Date | 2021/06/22 |

|                             |                         |                 |                |
|-----------------------------|-------------------------|-----------------|----------------|
| 608 N. Canon Drive          |                         |                 |                |
| Client Name                 | Puneet Nanda            | Phone           | (562) 895-3852 |
| Specific Business of Client | PROPERTY OWNER/RESIDENT | Website         | N/A            |
| Client Address              | 608 N. Cannon Drive     |                 |                |
| Address Line 2              |                         |                 |                |
| City                        | Beverly Hills           |                 |                |
| State                       | CA                      | Zip             | 90210          |
| Desired Outcome             |                         | Engagement Date | 2021/06/22     |

**FOR CITY CLERK USE ONLY**

Date of Registration Submission Monday, October 4, 2021 @ 11:27AM

Date of Termination Submission

Date of Administrative Approval Tuesday, October 5, 2021 @ 8:27AM

Administrative Approval by mvergara