



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Alexander Martinez	Phone	6267162916
Employer	Craig Fry & Associates	Email	projectmanager@cfa-la.com
Business Address	990 S. Arroyo Parkway #4	Website Address	https://www.craigfryandassociates.com/
Address Line 2		Fax	
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 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 Craig Fry, President Brian Fry, Vice President	

Client Information

Client Name	Jason Illouljian	Client Phone	3234337219
Specific Business of Client	Private Residence, Owner occupied home	Client Website Address	N/A
Client Address	633 N Sierra Drive		
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)
633 Sierra
Description of Municipal Legislation that is subject of Advocacy
We will work with the architects and engineers of record along with City staff to have plans reviewed and approved for permit issuance.
Desired Outcome
Obtain all necessary permits for the construction of a new in-ground pool
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	2021/10/05
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Previously Reported Legislative Advocacy Activity

803 linden			
Client Name	Roman James	Phone	(310) 295-2281
Specific Business of Client	Roman James Design Build	Website	https://www.rjdesignbuild.com/
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
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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
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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 Tuesday, October 5, 2021 @ 10:32AM

Date of Termination Submission

Date of Administrative Approval Thursday, October 7, 2021 @ 5:00PM

Administrative Approval by mvergara