



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Alexandria Smille	Phone	8187380973
Employer	Permit Advisors, Inc.	Email	alexandria@permitadvisors.com
Business Address	8370 Wilshire Blvd, Suite 330	Website Address	permitadvisors.com
Address Line 2	Suite 330	Fax	
City	Beverly Hills		
State	CA	Zip	90211

Legislative Advocacy During the Past 12 Months Not Previously Reported

I will be representing my client before the Architectural Commission before submitting for Construction Permits.

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?

No

Client Information

Client Name	Julie Schwartz	Client Phone	(646) 485-1681
Specific Business of Client	Van Cleef & Arpels (Retail)	Client Website Address	vancleefarpels.com
Client Address	300 N Rodeo 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

2021/10/02

Project Name (include address if advocating for a property)

VCA - 300 N Rodeo Drive - Holiday Temporary Art Installation

Description of Municipal Legislation that is subject of Advocacy

I will be representing my client before the Architectural Commission ahead of submitting for Construction Permits.

Desired Outcome

Approval of Temp Installation from Architectural Commission

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

Alexandria E Smille

Date

2021/10/18

Previously Reported Legislative Advocacy Activity

VCA - 300 N Rodeo Drive - Holiday Temporary Art Installation			
Client Name	Julie Schwartz	Phone	(646) 485-1681
Specific Business of Client	Van Cleef & Arpels (Retail)	Website	vancleefarpels.com
Client Address	300 N Rodeo Drive		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2021/10/02

YSL - 328 N Rodeo Drive - Façade Expansion & Remodel			
Client Name	Lief Schindler	Phone	9144133032
Specific Business of Client	Atmosphere Design Group (Architect)	Website	atmosphere-dg.com
Client Address	465 Columbus Avenue		
Address Line 2	Suite 305		
City	Valhalla		
State	NY	Zip	10595
Desired Outcome		Engagement Date	2021/10/02

FOR CITY CLERK USE ONLY

Date of Registration Submission Monday, October 18, 2021 @ 10:47AM

Date of Termination Submission

Date of Administrative Approval Monday, October 18, 2021 @ 11:37AM

Administrative Approval by Isyrodriquez