



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	Termination Date	2021/12/17
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



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:	12/17/2021
Name of Legislative Advocate:	Alexandria Smille
Employer:	Permit Advisors, Inc.
Address:	8370 Wilshire Blvd, Suite 330
Phone:	8187380973
Email:	alexandria@permitadvisors.com
Client:	Julie Schwartz
Project Name:	VCA - 300 N Rodeo Drive - Holiday Temporary Art Installation
Termination Submitted By:	alexandria@permitadvisors.com
Termination Submitted Date:	08/29/2023

FOR CITY CLERK USE ONLY

Date of Registration Submission	Monday, October 18, 2021 @ 10:47AM
Date of Termination Submission	Tuesday, August 29, 2023 @ 7:52PM
Date of Administrative Approval	Monday, October 18, 2021 @ 11:37AM
Administrative Approval by	Isyrodriquez