



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

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|--|--------------------------|-----------------|--|
| 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 | | | |
| Not Applicable | | | |

Sanctions

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|---|
| 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. | |
| Craig Fry, President Brian Fry, Vice President | |

Client Information

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

Description of Matter that Legislative Advocate is Attempting to Influence

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|---|
| Initial Date of Lobbying Engagement |
| 2021/12/07 |
| Project Name (include address if advocating for a property) |
| 1718 Ambassador |
| Description of Municipal Legislation that is subject of Advocacy |
| We are working on behalf of the client, who is the property owner and resident to work with his architect to obtain the necessary permits for the proposed remodel of the existing SFD. |
| Desired Outcome |
| Obtain all necessary permits for the renovation of existing SFD |
| 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 | 2021/12/07 |
|--------|--------------------|------|------------|

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 |

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| 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 |

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| 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, December 7, 2021 @ 2:35PM

Date of Termination Submission

Date of Administrative Approval Tuesday, December 7, 2021 @ 6:16PM

Administrative Approval by mvergara