



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Alexander Martinez	Phone	6267162916
Employer	Craig Fry & Associates	Email	amartinez@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 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 Brian Fry, Vice President	

Client Information

Client Name	Malvin Hwee, L A N D R Y D E S I G N G R O U P	Client Phone	310.444.1404
Specific Business of Client	Architect and design firm	Client Website Address	https://www.landrydesigngroup.com/##/
Client Address	1818 S. SEPULVEDA BLVD.		
Client Address Line 2			
Client City	Los Angeles		
Client State	CA	Client Zip	90025

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2022/03/15	Termination Date	2022/04/01
Project Name (include address if advocating for a property)			
615 N Canon			
Description of Municipal Legislation that is subject of Advocacy			
We will work with all necessary departments and City agencies to obtain the proper permits to have the front yard fence installed.			
Desired Outcome			
Obtain all necessary permits for the front yard fence			
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	2022/03/16



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:	04/01/2022
Name of Legislative Advocate:	Alexander Martinez
Employer:	Craig Fry & Associates
Address:	990 S. Arroyo Parkway #4
Phone:	6267162916
Email:	amartinez@cfa-la.com
Client:	Malvin Hwee, L A N D R Y D E S I G N G R O U P
Project Name:	615 N Canon
Termination Submitted By:	amartinez@cfa-la.com
Termination Submitted Date:	04/29/2022

FOR CITY CLERK USE ONLY

Date of Registration Submission	Wednesday, March 16, 2022 @ 4:18PM
Date of Termination Submission	Friday, April 29, 2022 @ 1:29PM
Date of Administrative Approval	Wednesday, March 16, 2022 @ 4:21PM
Administrative Approval by	mvergara