



# 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 | <a href="https://www.craigfryandassociates.com/">https://www.craigfryandassociates.com/</a> |
| 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<br>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 | <a href="https://www.landrydesigngroup.com/#/">https://www.landrydesigngroup.com/#/</a> |
| 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                                     |

## Previously Reported Legislative Advocacy Activity

| 615 N Canon                 |                                |                 |   |
|-----------------------------|--------------------------------|-----------------|---|
| Client Name                 | Malvin Hwee, LANDRYDESIGNGROUP | Phone           | 310.444.1404  |
| Specific Business of Client | Architect and design firm      | Website         | <a href="https://www.landrydesigngroup.com/#/">https://www.landrydesigngroup.com/#/</a> |
| Client Address              | 1818 S. SEPULVEDA BLVD.        |                 |   |
| Address Line 2              |                                |                 |   |
| City                        | Los Angeles                    |                 |   |
| State                       | CA                             | Zip             | 90025   |
| Desired Outcome             |                                | Engagement Date | 2022/03/15  |

| 400 Castle Place            |                   |                 |            |
|-----------------------------|-------------------|-----------------|------------|
| Client Name                 | Ruth Black        | Phone           | 626659525  |
| Specific Business of Client | HATBHLLC, Realtor | Website         | N/A        |
| Client Address              | 655 Madison Ave   |                 |            |
| Address Line 2              |                   |                 |            |
| City                        | New York          |                 |            |
| State                       | NY                | Zip             | 10065      |
| Desired Outcome             |                   | Engagement Date | 2022/02/02 |

### 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