



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Gaby Reims Alexander	Phone	310-985-4229
Employer	Self	Email	Gaby@gabyalexander.com
Business Address	9461 Charleville Blvd #361	Website Address	n/a
Address Line 2		Fax	424-382-1205
City	Beverly Hills		
State	CA	Zip	90212

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 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.

Gabrielle Alexander

Client Information

Client Name	Friends of Cheval Blanc Beverly Hills - Anish Melwani, President & Chair	Client Phone	415.389.6800
Specific Business of Client	Electoral Advocacy	Client Website Address	TBD
Client Address	c/o Nielsen Merksamer Parinello Gross & Leoni LLP		
Client Address Line 2	2350 Kerner Blvd., Suite 250		
Client City	San Rafael		
Client State	CA	Client Zip	94901

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement	2023/02/08	Termination Date	2023/05/31
Project Name (include address if advocating for a property)			

Cheval Blanc Beverly Hills
Description of Municipal Legislation that is subject of Advocacy
Selection of election date for referenda and other ancillary matters related to City consideration of referenda
Desired Outcome
Passage of referenda affirming approval of Ord. Nos. 22-O-2866 & 22-O-2867
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	Gabrielle Alexander	Date	2023/02/17



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:	05/31/2023
Name of Legislative Advocate:	Gaby Reims Alexander
Employer:	Self
Address:	9461 Charleville Blvd #361
Phone:	310-985-4229
Email:	Gaby@gabyalexander.com
Client:	Friends of Cheval Blanc Beverly Hills - Anish Melwani, President & Chair
Project Name:	Cheval Blanc Beverly Hills
Termination Submitted By:	Gaby@gabyalexander.com
Termination Submitted Date:	05/31/2023

Previously Reported Legislative Advocacy Activity

L'Ermitage Beverly Hills, 9291 Burton Way, Beverly Hills, CA 90210			
Client Name	LBVH Hotel, LLC / Sofie Issembert	Phone	310-278-3344
Specific Business of Client	Real Estate	Website	n/a
Client Address	9291 Burton Way		
Address Line 2			
City	Beverly Hills		
State	CA	Zip	90210
Desired Outcome		Engagement Date	2023/08/16

Cheval Blanc Beverly Hills			
Client Name	Friends of Cheval Blanc Beverly Hills - Anish Melwani, President & Chair	Phone	415.389.6800
Specific Business of Client	Electoral Advocacy	Website	TBD
Client Address	c/o Nielsen Merksamer Parinello Gross & Leoni LLP		
Address Line 2	2350 Kerner Blvd., Suite 250		
City	San Rafael		
State	CA	Zip	94901
Desired Outcome		Engagement Date	2023/02/08

Margaux Beverly Hills / 244 - 258 N. Clark Drive			
Client Name	Lazer Properties, Inc. / Jason Lewis	Phone	(310) 878-4275
Specific Business of Client	Property Development and Management	Website	www.lazerproperty.com
Client Address	1801 Century Park East		
Address Line 2	2 Suite 870		
City	Los Angeles		
State	CA	Zip	90067
Desired Outcome		Engagement Date	2022/10/25

FOR CITY CLERK USE ONLY

Date of Registration Submission Friday, February 17, 2023 @ 11:06PM

Date of Termination Submission Wednesday, May 31, 2023 @ 5:29PM

Date of Administrative Approval Wednesday, March 8, 2023 @ 2:30PM

Administrative Approval by mvergara