



CITY CLERK DEPARTMENT
Long Beach, California

R-12

LARRY HERRERA
City Clerk

ADMINISTRATIVE DIVISION
Monique De La Garza
Administrative Officer

ELECTIONS BUREAU
Poonam Davis
City Clerk Bureau Manager

LEGISLATIVE BUREAU
Merianne Nakagawa
City Clerk Bureau Manager

June 21, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the First Annual Lobbyist Registration Program Report for the period of April 11, 2010 through March 31, 2011, request the City Attorney to prepare amendments to Long Beach Municipal Code Chapter 2.80, related to lobbyist registration, and direct the City Clerk to increase registration and renewal fees to \$275 for Fiscal Year 2012. Persons registering for the first time after June 30th of a given year shall pay a reduced registration fee of one hundred and thirty-eight dollars (\$138.00).

DISCUSSION

In March 2010, the City Council adopted the lobbyist registration ordinance providing for the regulation of persons who lobby public officials. The ordinance became operative April 11, 2010.

Under the provisions of the ordinance, the City Clerk is responsible for: [1] program oversight and registrant compliance; [2] creation and maintenance of all necessary forms, instructions, and educational materials generated from this program; and [3] quarterly and annual reporting of registration information to the Mayor and City Council.

For purposes of this Annual Lobbyist Registration Program Report, notable accomplishments can be highlighted as follows:

Public Education

- Public noticing of the Lobbyist Registration Ordinance and its requirements began on April 11, 2010 (Attachment 1).
- In April 2010, City Clerk web page made availability of all forms and initial Frequently Asked Questions (FAQs).
- In October 2010, conduct of a conference call with registered lobbyists to clarify various operational aspects of the Lobbyist Registration Program. As a result of the conference call, the FAQs were appropriately updated to address certain filing circumstances (Attachment 2).

Registration and Reporting Forms

- In order to simplify and streamline filing, the City Clerk developed, and subsequently redesigned, initial, renewal, quarterly and termination filing forms. All forms are on the City Clerk Department web page (Attachment 3).
- To improve and centralize communications with registered lobbyist, an electronic group mailbox was created (CLBLobbyist@longbeach.gov).

Quarterly Reports and Compliance

- The City Clerk has filed four Quarterly Reports that provide the details of individual lobbyist activity (Attachments 4, 5, 6, and 7).
- In January 2011 an internal audit was conducted on all lobbyist filings to maintain uniform reporting of lobbyist activity. As a result, certain lobbyists appropriately revised their reports.

Based on one year's experience with the Lobbyist Registration Ordinance, the City Clerk recommends that Long Beach Municipal Code Chapter 2.08, be amended to require the following:

- Submittal of one original copy of filing to City Clerk, with wet signature, within 24 hours of sending an electronic copy;
- That lobbyist list the name of each City official (person contacted) contacted on each filing where indicated; and
- Increase lobbyist initial annual and renewal registration fees to \$275 from \$100. Persons registering for the first time after June 30th of a given year shall pay a reduced registration fee of one hundred and thirty-eight dollars (\$138.00).

TIMING CONSIDERATIONS

None.

FISCAL IMPACT

The salary and benefit costs for support of the lobbyist registration ordinance totaled \$10,086.45. Revenues received totaled \$4,350.

Prior to the implementation of the ordinance, the City Clerk estimated administrative costs of the program to be \$14,280 and recommended to a registration fee of \$275 and \$25 for each client (See Attachment 8).

Given that revenues received do not recover costs, it is recommended that the initial and renewal registration fees be increased to \$275, from \$100.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LARRY HERRERA
CITY CLERK

Attachments:

1. Public Notice Lobbyist Regulation Ordinance Registration Requirements.
2. Lobbyist Registration Ordinance FAQs.
3. Form - Lobbyist Initial, Renewal, Quarterly Registration & Declaration of Termination Report.
4. Semi-Annual Report for period ending June 30, 2010.
5. Third Quarter Report for period ending September 2010.
6. Fourth Quarter Report for period ending December 31, 2010, and the 2011 Lobbyist Annual Renewal Report, as of January 15, 2011.
7. First Quarter Report for period ending March 31, 2011.
8. Estimated administrative cost for Lobbyist Ordinance November 2008.



PUBLIC NOTICE
LOBBYIST REGULATION ORDINANCE
REGISTRATION REQUIREMENTS

Persons, consultants, businesses and organizations who lobby any City official or employee are required to register as lobbyists with the City of Long Beach if they are: [1] a person who represents clients under an agreement for compensation of \$3,200, during any three month period; [2] owners, officers or employees of businesses or organizations who, in aggregate, engage in lobbying fifty (50) or more hours, during any three month period; and [3] a person who expends \$5,000 or more during a calendar year in connection with carrying out public relations with the intent of soliciting other persons to influence legislative or administrative action.

Registration of a lobbyist must occur within 15 days after meeting the above criteria and annual registration is due each calendar year by January 15. Thereafter, quarterly reports are due to the City Clerk Department by April 15, July 15, October 15 and January 15 of each calendar year.

Registration forms are available in the City Clerk Department, City Hall Lobby Level, or at the City Clerk Internet homepage.

Any person who knowingly or willfully violates or causes any other person to violate any provision of the Lobbyist Regulation Ordinance is guilty of a misdemeanor.

Under the Lobbyist Regulation Ordinance, it is unlawful for any lobbyist to deliver or cause to be delivered any gift to any City official, and for any City official to accept any gift from a lobbyist.

Larry Herrera
City Clerk
Effective: April 11, 2010

1. Am I a lobbyist?

The ordinance defines lobbying as the influencing or attempting to influence a legislative or administrative action of the City. The three types of lobbyists are as follows:

Contract lobbyist: A person who engages in lobbying on behalf of one or more clients (acting individually or through agents, associates, employees or contractors) and who has received or has entered into an agreement for compensation of \$3,200 or more ("threshold compensation") for engaging in lobbying during any consecutive three-month period.

Business or organization lobbyist: Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying on its behalf, in an aggregate amount of fifty (50) hours or more within any three month period, whether or not such officers or employees are specifically compensated to engage in lobbying; provided that the activities of officers shall be considered lobbying only if those officers receive compensation by the business or organization beyond reimbursement for their reasonable, travel, meals or incidental expenses.

Expenditure lobbyist: A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more during any calendar year in connection with carrying out public relations, advertising or similar activities with the intent of soliciting or urging, directly or indirectly, other persons to communicate directly with any City Official in order to attempt to influence legislative or administrative action. The five thousand dollar (\$5,000) threshold shall not include: (a) compensation paid to contract lobbyists or employees of lobbying; or (b) dues payments, donations, or other economic consideration paid to an organization, regardless of whether the dues payments, donations or other economic consideration are used in whole or in part to lobby.

2. What is NOT considered a lobbyist under the ordinance?

Any public official acting in his or her official capacity or acting within the scope of his or her employment or appointment.

The media, when limiting its action to the ordinary course of news gathering or editorial activity, as carried out by members of the press. "Media" shall mean newspapers or any other regularly published periodical, radio or television station or network or information published on the Internet. This exemption shall also apply to neighborhood newsletters, flyers or gazettes.

Persons reimbursed for only their reasonable travel, meals or incidental expenses, including but not limited to, uncompensated members or directors of non-profit organizations such as chambers of commerce.

LOBBYIST REGISTRATION ORDINANCE FAQs

Persons whose communications regarding any legislative or administrative action are limited to appearing or submitting testimony at any public meeting held by the City or any of its agencies, offices, or departments, as long as the communications thereto are public records available for public review. Notwithstanding the foregoing, persons who otherwise qualify as lobbyists must register and disclose their lobbying activities directed toward City officials, in the same manner and to the same extent such registration and disclosure is required of all other lobbyists.

Persons submitting bids or responding to requests for proposals provided the provision of such information is limited to direct conversation or correspondence with the official or department specifically designated to receive such information.

Persons providing oral or written information pursuant to a subpoena or otherwise compelled by law or regulation, or in response to an official request provided that the request and response thereto are public records available for public review.

Persons whose communications relate to:

The establishment, amendment, administration, implementation or interpretation of a collective bargaining agreement or a memorandum of understanding between the City and a recognized employee association.

Management decisions as to the working conditions of represented employees that clearly relate to the terms of a collective bargaining agreement or memorandum of understanding between the City and a recognized employee association.

Proceedings before the City's Civil Service Commission.

Board members or employees of non-profit 501 corporations.

Members of neighborhood associations or project area committees.

Board members and employees of organizations representing City business improvement districts.

3. Can a qualified lobbyist take a City employee to lunch, dinner, etc. if no City business is discussed?

No. Qualified lobbyists are not allowed to pay for another City official/employee in any way as it is considered a gift and in violation of the Ordinance.

4. If I am a personal friend with a City official and we meet up just to talk about personal matters, is that in violation of the Ordinance?

No. As long as no City business is discussed there is no violation of the Ordinance. However, if the personal conversation eventually turns to any City business matter, the time is then considered spent on lobbying and must be counted as qualifying lobbying hours for registration.

LOBBYIST REGISTRATION ORDINANCE FAQs

5. Are the 50 hours just for the City of Long Beach or all the municipalities that I work with combined?

The 50 hours is just your work with the City of Long Beach.

6. Are the 50 hours calculated for time spent with city officials and at city council meetings only, or does it also include time putting together documents and presentations associated with those meetings?

The 50 hours is calculated counting only the time that you spend with the official, not preparation for the meeting.

7. How do I register?

Lobbyist registration forms are available in the City Clerk Department, at 333 W. Ocean Blvd., Long Beach, CA 90802, or on the [City Clerk website](#).

The text of the [lobbyist registration ordinance](#) is also available on the web.

8. When do I need to register?

Lobbyists shall register with the City Clerk within fifteen (15) days after qualifying as a lobbyist. (Qualifications are listed in the FAQ section under lobbyist definitions.)

9. When do I need to file the annual report?

A lobbyist shall renew his or her registration by January 15 of each year unless he or she has terminated their status as a lobbyist by such date.

10. When do I need to file the quarterly reports?

After registration, lobbyist must file quarterly reports, in duplicate, by April 15, July 15, October 15 and January 15, for the prior calendar quarter. Given the April 11, 2010, effective date of the lobbyist regulation ordinance, the first quarterly report will be due July 15, 2010.

11. What are the fees?

Persons subject to the registration requirements of this ordinance shall pay an annual fee of one hundred dollars (\$100.00). Persons registering for the first time on or after June 30 of a given year shall pay a reduced registration fee of fifty dollars (\$50.00). In addition to the annual fee, each registrant shall pay twenty-five dollars (\$25.00) per client for whom lobbying is undertaken for compensation in excess of five hundred dollars (\$500.00).

LOBBYIST REGISTRATION ORDINANCE FAQs

12. Should lobbyist registration identification numbers be listed on registration, reporting and termination forms?

Yes. In order to ensure that all reports are properly recorded, registered lobbyist should list their lobbyist filer identification number on each cover page and each following page.

13. Should registration identification numbers be used beginning with the October 15, 2010, quarterly report?

Yes. As of October 5, 2010, the filer identification numbers for firms currently enrolled are shown in Attachment 1.

14. Must initial and new clients be reported on each quarterly report?

Yes. Each quarterly report shall contain the same information as required to be disclosed in the initial registration for which lobbying activity occurred in that quarter

15. When is a contract lobbyist required to initially register under the ordinance?

A contract lobbyist must register when they lobby for one (1) or more clients and who has received or has entered into a contract for compensation of \$3,200 for engaging in lobbying during any consecutive three (3) three-month period.

16. After initial registration, when must a registrant report additional clients?

Additional (new) clients are added to a quarterly report when lobbying is undertaken for compensation or a contract for compensation (including success fees) in excess of \$500.

17. Will the lobbyist have to file a quarterly report if the lobbyist has not engaged in any lobbying for that period?

Quarterly report must be filed, even if no activity occurs, until the lobbyist files his or her termination report.

18. Are contract lobbyists required to report the termination of a contract client?

No.

19. Must lobbyist report the number of times they contacts with city officials on behalf of a client?

No.

LOBBYIST REGISTRATION ORDINANCE FAQs

20. How are contract lobbyist success fees treated?

If, at the time of initial registration, a contract calls for a success fee in excess of \$3,200, a contract lobbyist is required to register and list the client. Thereafter, new clients must be included in a quarterly report when a contract that calls for a success fee in excess of \$500.

21. Will registrations expire automatically at the end of each year?

After initial registration, annual registration will not be required if a declaration of termination is filed by January 15th of each year (LBMC 2.08.050).

Termination declarations may also be filed with any quarterly report (LBMC 2.08.100).

A lobbyist shall be deemed active for the duration of the year of registration ending December 31st, unless a termination declaration (report) has been filed.

All declarations of termination must list all clients lobbying activity that occurred since the end of the last quarterly reporting period and the date of the termination.

22. May success fees be written into the contract lobbyist contracts?

Yes, there is no prohibition.

23. If there has been no lobbying activity for a previously listed client in any quarter, must the Quarterly Report Section 2B list that client?

No.

24. Will allegations of ordinance violations be kept confidential?

Under the Public Records Act, complaints are not publicly disclosed.

25. Will the target of a complaint be notified?

Complaints will be handled as misdemeanor cases.

26. To whom may allegations of ordinance violations be directed?

Concerns may be addressed to the City Clerk Department.



City of Long Beach

Date Stamp

Attachment 3

LOBBYIST INITIAL REGISTRATION REPORT

INSTRUCTIONS

- 1. Fill out form
- 2. Sign and date
- 3. File with the City Clerk by due date with payment enclosed.

Long Beach City Clerk's Office
 333 W. Ocean Blvd.
 Long Beach, CA 90802
 Tel. (562) 570-6101

- This is the initial registration report for _____ / _____
 (Lobbyist Name) Filer ID number
- This is an amendment to the initial report filed on _____

Section 1- Information About All Filers

(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART I. Type of Lobbyist:

- Contract lobbyist:** A person who engages in lobbying on behalf of one or more clients (acting individually or through agents, associates, employees or contractors) and who has received or has entered into an agreement for compensation of \$3,200 or more ("threshold compensation") for engaging in lobbying during any consecutive three-month period. (Complete Sections 1 and 2.)
- Business or organization lobbyist:** Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying on its behalf, in an aggregate amount of fifty (50) hours or more within any three month period, whether or not such officers or employees are specifically compensated to engage in lobbying; provided that the activities of officers shall be considered lobbying only if those officers receive compensation by the business or organization beyond reimbursement for their reasonable, travel, meals or incidental expenses. (Complete Sections 1 and 3.)
- Expenditure lobbyist:** A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more during any calendar year in connection with carrying out public relations, advertising or similar activities with the intent of soliciting or urging, directly or indirectly, other persons to communicate directly with any City Official in order to attempt to influence legislative or administrative action. The five thousand dollar (\$5,000) threshold shall not include: (a) compensation paid to contract lobbyists or employees of lobbying; or (b) dues payments, donations, or other economic consideration paid to an organization, regardless of whether the dues payments, donations or other economic consideration are used in whole or in part to lobby. (Complete Sections 1 and 4.)



City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

PART II. Filer Information:

Name of Filer: _____

Business Address: _____

Business E-mail Address: _____

Business Phone Number: _____

Business Fax Number: _____

Description of the Nature of your Business or Organization:

PART III. Fees Due:

Initial Registration Fee is \$100.00 (\$50.00 if registered on or after June 30th)

Initial Registration total \$ _____

Each registrant shall also pay \$25.00 per client for whom lobbying is undertaken for compensation in excess of \$500.00.

Client Registration total: \$ _____

Total Registration Fee (Initial fee + Client fee) \$ _____

Make checks payable to "City of Long Beach".

PART IV. Verification of Person Responsible for Report Preparation:

Print Name: _____

Title: _____

Address: _____

Daytime Telephone Number: _____

I have used all reasonable diligence in preparing this report. I have reviewed all the sections and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date: _____

Signature: _____



City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

Section 2 - Client Information -

(List all clients (old and new) for whom lobbying activity occurred during this reporting period)

Client Name	Client Address	Telephone Number	Nature of Business	City Official or Employee Contacted	Item(s) of legislative or administrative action the lobbyist is seeking to influence on behalf of the client:	Name(s) of each person employed or retained by the lobbyist that lobbied on behalf of client:

Filer name: _____ Filer ID number: _____ Date: _____



City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

Section 3 – Business or Organization Lobbyist Client Information

Name of person conducting lobbying activities	Items of municipal, legislative or administrative action sought to influence	City Official or Employee Contacted

Filer name: _____ Filer ID number: _____ Date: _____



City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

Section 4- Expenditure Lobbyists

List items of municipal, legislative, or administrative action the lobbyist is seeking to influence:

Filer name: _____ Filer ID number: _____ Date: _____



City of Long Beach
LOBBYIST RENEWAL FORM

INSTRUCTIONS

1. Fill out form
2. Sign and date
3. File with the City Clerk by due date with payment enclosed, along with any applicable late fees.

Long Beach City Clerk's Office
 333 W. Ocean Blvd.
 Long Beach, CA 90802
 Tel. (562) 570-6101

This is the Renewal Registration Report due January 15 for:

Lobbyist Name _____

Filer ID Number _____

Calendar Year Covered _____

Registration Fees: Persons subject to the registration requirements of this ordinance shall pay an annual fee of one hundred dollars (\$100.00). The applicable fee is due at the time of registration renewal. Payment will be deemed delinquent thereafter. A fine of twenty-five dollars (\$25.00) per day for delinquent fees, up to a maximum of five hundred dollars (\$500.00), will be assessed.

Annual Registration Fee is \$100.00

Late Fee Total (if applicable) \$ _____

Total submitted \$ _____

Payment Method: Cash _____ Check _____

Verification of Person Responsible for Report Preparation:

Print Name: _____

Title: _____

Address: _____

Daytime Telephone Number: _____

I have used all reasonable diligence in preparing this report. I have reviewed all the sections and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date: _____

Signature: _____



Date Stamp

City of Long Beach

LOBBYIST QUARTERLY REPORT

INSTRUCTIONS

1. Fill out form
2. Sign and date
3. File with the City Clerk by due date with payment enclosed, along with any applicable late fees.

Long Beach City Clerk's Office
 333 W. Ocean Blvd.
 Long Beach, CA 90802
 Tel. (562) 570-6101

This is the quarterly report for _____ / _____
 (Lobbyist Name) Filer ID number

Due on: (April 15 July 15 October 15 January 15)

This is an amendment of the report filed on _____

Section 1- Information About All Filers

(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART A. Type of Lobbyist:

- Contract lobbyist:** A person who engages in lobbying on behalf of one or more clients (acting individually or through agents, associates, employees or contractors) and who has received or has entered into an agreement for compensation of \$3,200 or more ("threshold compensation") for engaging in lobbying during any consecutive three-month period. **(Complete Sections 1 and 2.)**
- Business or organization lobbyist:** Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying on its behalf, in an aggregate amount of fifty (50) hours or more within any three month period, whether or not such officers or employees are specifically compensated to engage in lobbying; provided that the activities of officers shall be considered lobbying only if those officers receive compensation by the business or organization beyond reimbursement for their reasonable, travel, meals or incidental expenses. **(Complete Sections 1 and 3.)**
- Expenditure lobbyist:** A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more during any calendar year in connection with carrying out public relations, advertising or similar activities with the intent of soliciting or urging, directly or indirectly, other persons to communicate directly with any City Official in order to attempt to influence legislative or administrative action. The five thousand dollar (\$5,000) threshold shall not include: (a) compensation paid to contract lobbyists or employees of lobbying; or (b) dues payments, donations, or other economic consideration paid to an organization, regardless of whether the dues payments, donations or other economic consideration are used in whole or in part to lobby. **(Complete Sections 1 and 4.)**



City of Long Beach

LOBBYIST QUARTERLY REPORT

PART B. Registration Update & Fees Due:

Each registrant shall also pay \$25.00 per client for whom lobbying is undertaken for compensation in excess of \$500.00.

List new clients (clients that have not been previously reported):

Number of new clients registered: _____

Client Registration total: \$ _____

Make checks payable to "City of Long Beach".

PART C. Verification of Person Responsible for Report Preparation:

Print Name: _____

Title: _____

Address: _____

Daytime Telephone Number: _____

I have used all reasonable diligence in preparing this report. I have reviewed all the sections and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date: _____ Signature: _____ Filer ID number _____



City of Long Beach

LOBBYIST QUARTERLY REPORT

Section 2 - Client Information –

(List all clients (old and new) for whom lobbying activity occurred during this reporting period)

Client Name	Client Address	Telephone Number	Nature of Business	City Official or Employee Contacted	Item(s) of legislative or administrative action the lobbyist is seeking to influence on behalf of the client:	Name(s) of each person employed or retained by the lobbyist that lobbied on behalf of client:

Filer name: _____

Filer ID number _____

Date _____



City of Long Beach

LOBBYIST QUARTERLY REPORT

Section 3 – Business or Organization Lobbyist Client Information

Name of person conducting lobbying activities	Items of municipal, legislative or administrative action sought to influence	City Official or Employee Contacted

Filer name: _____ Filer ID number _____ Date _____



City of Long Beach
LOBBYIST QUARTERLY REPORT

Section 4- Expenditure Lobbyists

List items of municipal, legislative, or administrative action the lobbyist is seeking to influence:

Filer name: _____ Filer ID number _____ Date _____



City of Long Beach

DECLARATION OF TERMINATION

INSTRUCTIONS

1. Fill out form
2. Sign and date

Long Beach City Clerk's Office
 333 W. Ocean Blvd.
 Long Beach, CA 90802
 Tel. (562) 570-6101

This is a lobbyist termination declaration for: _____ / _____
 (Lobbyist Name) Filer ID number
 Covering up to date: _____

Section 1- Information About All Filers

(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART A. Filer Information:

Name of Filer: _____
 Business Address: _____
 Business E-mail Address: _____
 Business Phone Number: _____
 Business Fax Number: _____
 Description of the Nature of your Business or Organization:

PART B. Verification of Person Responsible for Report Preparation:

Print Name: _____
 Title: _____
 Address: _____
 Daytime Telephone Number: _____

I have used all reasonable diligence in preparing this report. I have reviewed all the sections and to the best of my knowledge the information contained herein is true and complete. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date: _____ Signature: _____ Filer ID number _____



City of Long Beach
Working Together to Serve

Date: July 16, 2010
To: Honorable Mayor and City Council
From: Larry Herrera, City Clerk
Subject: Lobbyist Ordinance semi-annual filing report

On March 2, 2010 the City Council adopted an Ordinance # ORD-10-0006 amending regarding regulation of persons who lobby public officials. This ordinance went into effect on April 11, 2010.

The purpose of the Lobbyist Registration and Reporting Ordinance is two-fold:

- To ensure the public has full knowledge of who is attempting to influence the decisions that affect City policy; and
- To ensure that elected City officials are informed of what interests each lobbyist represents.

Pursuant to the ordinance, the City Clerk is required to provide quarterly report to the Mayor and City Council on lobbyist activities.

Below is the list of registered lobbyists as of July 16, 2010 for the period ending June 30, 2010.

Lobbyist Registration Report for period ending June 30, 2010

Filer Name	Registration Type	Date Filed	Lobbyist Type	Client's Registered	Fees Paid
<u>Ken Spiker and Associates</u>	Initial	6/7/2010	Contract	2	\$150
<u>Carl A. Kemp</u>	Initial	5/10/2010	Contract	1	\$125
<u>Cerrell Associates Inc.</u>	Initial	6/29/2010	Contract	7	\$275
<u>Manatt, Phelps & Phillips, LLP</u>	Initial	6/20/2010	Contract	1	\$125
<u>Michael J. Kiely</u>	Initial	6/30/2010	Contract	1	\$75

For period ending June 30, 2010 below is the list of lobbyists who were required to file their quarterly reports by July 15, 2010, non-filers have been advised of the requirement.

Filer Name	Registration Type	Lobbyist Type	New Client's Registered	Fees Paid
Ken Spiker and Associates	not received	Contract		
Carl A. Kemp	not received	Contract		
Cerrell Associates Inc.	Quarterly - 7/15	Contract	0	\$0
Manatt, Phelps & Phillips, LLP	Quarterly - 7/15	Contract	0	\$0

The City Clerk department has developed the Lobbyist Registration form, with a list of Frequently asked questions, this information is available at the City Clerk web page. The lobbyist must register with the City Clerk annually and file a quarterly report.

Attached please find forms developed by the City Clerk department for administration of the lobbyist registration, as well as the list of frequently asked questions.

cc: Poonam Davis, Elections Bureau Manager
Merianne Nakagawa, Legislative Bureau Manager



CITY CLERK DEPARTMENT
Long Beach, California

Attachment 5



LARRY HERRERA
City Clerk

ADMINISTRATIVE DIVISION
Monique De La Garza
Administrative Officer

ELECTIONS BUREAU
Poonam Davis
City Clerk Bureau Manager

LEGISLATIVE BUREAU
Merianne Nakagawa
City Clerk Bureau Manager

November 2, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the Registered Lobbyist 3rd Quarter Report for the period ending September 30, 2010.

DISCUSSION

Pursuant to Long Beach Municipal Code 2.08.110, the third quarter lobbyist reports were due on October 15, 2010. The table below lists City of Long Beach registered lobbyist, their filing category, number of clients and fees paid for the period of July 1, 2010 to September 30, 2010.

**City of Long Beach Registered Lobbyists
3rd Quarter Report (Period Ending Sept. 30, 2010)**

Filer Name	Lobbyist Type	No. of Clients	Fees Paid
ABC ADVOCACY GROUP	Contract Lobbyist	2	\$600.00
ADLER PUBLIC AFFAIRS	Contract Lobbyist	1	\$75.00
ALEX H CHERIN	Contract Lobbyist	5	\$175.00
CARL A KEMP	Contract Lobbyist	7	\$425.00
CERRELL ASSOCIATES INC.	Contract Lobbyist	7	\$275.00
ENGLANDER KNABE & ALLEN	Contract Lobbyist	6	\$225.00
KEN SPIKER AND ASSOCIATES, INC.	Contract Lobbyist	3	\$175.00
MANATT, PHELPS & PHILLIPS, LLP	Contract Lobbyist	2	\$125.00
MIKE MURCHISON	Contract Lobbyist	7	\$225.00
SHEPPARD MULLIN RICHTER & HAMPTON, LLP	Contract Lobbyist	1	\$75.00
Summary Totals		41	\$2,375.00

Based on a review of the quarterly report format used for the July 15th reporting period, a new report format was created with the aim of improving reporting compliance and capture of required report details. In addition, expanded Frequently Asked Questions (FAQs) were drafted with the assistance of the City Attorney. The new report format is shown in Attachment 1 and the additional FAQs are shown in Attachment 2.

Attachment 3 is the Lobbyist 2010 3rd Quarter Report which lists a lobbyist's reporting history (reports filed), active clients, staff contact points, issues sought to be influenced, and lobbyist names.

In cases where report columns show a blank space, the City Clerk Department will request the lobbyist to provide the information in an amended report.

For this reporting period, there were no registered Business Organization or Expenditure Lobbyist filings.

TIMING CONSIDERATIONS

None.

FISCAL IMPACT

The salary and benefit costs for support of the Lobbyist Registration program since adoption of the ordinance and the end of FY 2010 totaled \$4,662. Revenues received totaled \$2,375.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted.



LARRY HERRERA
CITY CLERK

ATTACHMENTS

1. Lobbyist Quarterly Report Form.
2. Lobbyist Registration Ordinance FAQs
3. Lobbyist 2010 3rd Quarter Report (period ending September 30, 2010)



City of Long Beach

LOBBYIST QUARTERLY REPORT

1. Fill out form
 2. Sign and date
 3. File with payment at the:

Long Beach City Clerk's Office
 333 W. Ocean Blvd.
 Long Beach, CA 90802
 Tel. (562) 570-6101

Date Stamp

This is the quarterly report for _____ / _____
 (Lobbyist Name) Filer ID number

due on: (April 15 July 15 October 15 January 15)

This is an amendment of the report filed on _____

Section 1- Information About All Filers
 (ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART A. Type of Lobbyist:

- Contract lobbyist:** A person who engages in lobbying on behalf of one or more clients (acting individually or through agents, associates, employees or contractors) and who has received or has entered into an agreement for compensation of \$3,200 or more ("threshold compensation") for engaging in lobbying during any consecutive three-month period. **(Complete Sections 1 and 2.)**
- Business or organization lobbyist:** Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying on its behalf, in an aggregate amount of fifty (50) hours or more within any three month period, whether or not such officers or employees are specifically compensated to engage in lobbying; provided that the activities of officers shall be considered lobbying only if those officers receive compensation by the business or organization beyond reimbursement for their reasonable, travel, meals or incidental expenses. **(Complete Sections 1 and 3.)**
- Expenditure lobbyist:** A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more during any calendar year in connection with carrying out public relations, advertising or similar activities with the intent of soliciting or urging, directly or indirectly, other persons to communicate directly with any City Official in order to attempt to influence legislative or administrative action. The five thousand dollar (\$5,000) threshold shall not include: (a) compensation paid to contract lobbyists or employees of lobbying; or (b) dues payments, donations, or other economic consideration paid to an organization, regardless of whether the dues payments, donations or other economic consideration are used in whole or in part to lobby. **(Complete Sections 1 and 4.)**



City of Long Beach

LOBBYIST QUARTERLY REPORT

PART B. Registration Update & Fees Due:

Each registrant shall also pay \$25.00 per client for whom lobbying is undertaken for compensation in excess of \$500.00.

List new clients (clients that have not been previously reported):

Multiple horizontal lines for listing new clients.

Number of new clients registered: _____

Client Registration total: \$_____

Make checks payable to "City of Long Beach".

PART C. Verification of Person Responsible for Report Preparation:

Print Name: _____

Title: _____

Address: _____

Daytime Telephone Number: _____

I have used all reasonable diligence in preparing this report. I have reviewed all the sections and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date: _____ Signature: _____ Filer ID number _____



City of Long Beach

LOBBYIST QUARTERLY REPORT

Section 3 – Business or Organization Lobbyist Client Information

Name of person conducting lobbying activities	Items of municipal, legislative or administrative action sought to influence	City Official or Employee Contacted

Filer name: _____ Filer ID number _____ Date _____



City of Long Beach

LOBBYIST QUARTERLY REPORT

Section 4- Expenditure Lobbyists

List items of municipal, legislative, or administrative action the lobbyist is seeking to influence:

Filename: _____ Filer ID number _____ Date _____

DRAFT LOBBYIST REGISTRATION ORDINANCE FAQs (October 6, 2010)

1. Am I a lobbyist?

The ordinance defines lobbying as the influencing or attempting to influence a legislative or administrative action of the City. The three types of lobbyists are as follows:

Contract lobbyist: A person who engages in lobbying on behalf of one or more clients (acting individually or through agents, associates, employees or contractors) and who has received or has entered into an agreement for compensation of \$3,200 or more ("threshold compensation") for engaging in lobbying during any consecutive three-month period.

Business or organization lobbyist: Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying on its behalf, in an aggregate amount of fifty (50) hours or more within any three month period, whether or not such officers or employees are specifically compensated to engage in lobbying; provided that the activities of officers shall be considered lobbying only if those officers receive compensation by the business or organization beyond reimbursement for their reasonable, travel, meals or incidental expenses.

Expenditure lobbyist: A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more during any calendar year in connection with carrying out public relations, advertising or similar activities with the intent of soliciting or urging, directly or indirectly, other persons to communicate directly with any City Official in order to attempt to influence legislative or administrative action. The five thousand dollar (\$5,000) threshold shall not include: (a) compensation paid to contract lobbyists or employees of lobbying; or (b) dues payments, donations, or other economic consideration paid to an organization, regardless of whether the dues payments, donations or other economic consideration are used in whole or in part to lobby.

2. What is NOT considered a lobbyist under the ordinance?

Any public official acting in his or her official capacity or acting within the scope of his or her employment or appointment.

The media, when limiting its action to the ordinary course of news gathering or editorial activity, as carried out by members of the press. "Media" shall mean newspapers or any other regularly published periodical, radio or television station or network or information published on the Internet. This exemption shall also apply to neighborhood newsletters, flyers or gazettes.

Persons reimbursed for only their reasonable travel, meals or incidental expenses, including but not limited to, uncompensated members or directors of non-profit organizations such as chambers of commerce.

DRAFT LOBBYIST REGISTRATION ORDINANCE FAQs
(October 6, 2010)

Persons whose communications regarding any legislative or administrative action are limited to appearing or submitting testimony at any public meeting held by the City or any of its agencies, offices, or departments, as long as the communications thereto are public records available for public review. Notwithstanding the foregoing, persons who otherwise qualify as lobbyists must register and disclose their lobbying activities directed toward City officials, in the same manner and to the same extent such registration and disclosure is required of all other lobbyists.

Persons submitting bids or responding to requests for proposals, provided the provision of such information is limited to direct conversation or correspondence with the official or department specifically designated to receive such information.

Persons providing oral or written information pursuant to a subpoena or otherwise compelled by law or regulation, or in response to an official request provided that the request and response thereto are public records available for public review.

Persons whose communications relate to:

The establishment, amendment, administration, implementation or interpretation of a collective bargaining agreement or a memorandum of understanding between the City and a recognized employee association.

Management decisions as to the working conditions of represented employees that clearly relate to the terms of a collective bargaining agreement or memorandum of understanding between the City and a recognized employee association.

Proceedings before the City's Civil Service Commission.

Boardmembers or employees of non-profit 501 corporations.

Members of neighborhood associations or project area committees.

Boardmembers and employees of organizations representing City business improvement districts.

3. Can a qualified lobbyist take a City employee to lunch, dinner, etc. if no City business is discussed?

No. Qualified lobbyists are not allowed to pay for another City official/employee in any way as it is considered a gift and in violation of the Ordinance.

4. If I am a personal friend with a City official and we meet up just to talk about personal matters, is that in violation of the Ordinance?

No. As long as no City business is discussed there is no violation of the Ordinance. However, if the personal conversation eventually turns to any City business matter, the time is then considered spent on lobbying and must be counted as qualifying lobbying hours for registration.

**DRAFT LOBBYIST REGISTRATION ORDINANCE FAQs
(October 6, 2010)**

5. Are the 50 hours just for the City of Long Beach or all the municipalities that I work with combined?

The 50 hours is just your work with the City of Long Beach.

6. Are the 50 hours calculated for time spent with city officials and at city council meetings only, or does it also include time putting together documents and presentations associated with those meetings?

The 50 hours is calculated counting only the time that you spend with the official, not preparation for the meeting.

7. How do I register?

Lobbyist registration forms are available in the City Clerk Department, at 333 W. Ocean Blvd., Long Beach, CA 90802, or on the [City Clerk website](#).

The text of the [lobbyist registration ordinance](#) is also available on the web.

8. When do I need to register?

Lobbyists shall register with the City Clerk within fifteen (15) days after qualifying as a lobbyist. (Qualifications are listed in the FAQ section under lobbyist definitions.)

9. When do I need to file the annual report?

A lobbyist shall renew his or her registration by January 15 or each year unless he or she has terminated their status as a lobbyist by such date.

10. When do I need to file the quarterly reports?

After registration, lobbyist must file quarterly reports, in duplicate, by April 15, July 15, October 15 and January 15, for the prior calendar quarter. Given the April 11, 2010, effective date of the lobbyist regulation ordinance, the first quarterly report will be due July 15, 2010.

11. What are the fees?

Persons subject to the registration requirements of this ordinance shall pay an annual fee of one hundred dollars (\$100.00). Persons registering for the first time on or after June 30 of a given year shall pay a reduced registration fee of fifty dollars (\$50.00). In addition to the annual fee, each registrant shall pay twenty-five dollars (\$25.00) per client for whom lobbying is undertaken for compensation in excess of five hundred dollars (\$500.00).

**DRAFT LOBBYIST REGISTRATION ORDINANCE FAQs
(October 6, 2010)**

12. Should lobbyist registration identification numbers be listed on registration, reporting and termination forms?

Yes. In order to ensure that all reports are properly recorded, registered lobbyist should list their lobbyist filer identification number on each cover page and each following page.

13. Should registration identification numbers be used beginning with the October 15, 2010, quarterly report?

Yes. As of October 5, 2010, the filer identification numbers for firms currently enrolled are shown in Attachment 1.

14. Must initial and new clients be reported on each quarterly report?

Yes. Each quarterly report shall contain the same information as required to be disclosed in the initial registration for which lobbying activity occurred in that quarter.

15. When is a contract lobbyist required to initially register under the ordinance?

A contract lobbyist must register when they lobby for one (1) or more clients and who has received or has entered into a contract for compensation for \$3,200 for engaging in lobbying during any consecutive three (3) three-month period.

16. After initial registration, when must a registrant report additional clients?

Additional (new) clients are added to a quarterly report when lobbying is undertaken for compensation or a contract for compensation (including success fees) in excess of \$500.

17. Are contract lobbyists required to report the termination of a contract client?

No.

18. Must lobbyist report the number of contacts with city officials on behalf of a client?

No.

19. How are contract lobbyist success fees treated?

If, at the time of initial registration, a contract calls for a success fee in excess of \$3,200, a contract lobbyist is required to register and list the client. Thereafter, new clients must be included in a quarterly report when a contract that calls for a success fee in excess of \$500.

DRAFT LOBBYIST REGISTRATION ORDINANCE FAQs
(October 6, 2010)

20. Will registrations expire automatically at the end of each year?

After initial registration, annual registration will not be required if a declaration of termination is filed by January 15th of each year (LBMC 2.08.050).

Termination declarations may also be filed with any quarterly report (LBMC 2.08.100).

A lobbyist shall be deemed active for the duration of the year of registration ending December 31st, unless a termination declaration (report) has been filed.

All declarations of termination must list all client lobbying activity that occurred since the end of the last quarterly reporting period and the date of the termination.

21. May success fees be written into the contract lobbyist contracts?

Yes, there is no prohibition.

22. If there has been no lobbying activity for a previously listed client in any quarter, must the Quarterly Report Section 2B list that client?

No.

23. Will allegations of ordinance violations be kept confidential?

Under the Public Records Act, complaints are not publicly disclosed.

24. Will the target of a complaint be notified?

Complaints will be handled as misdemeanor cases.

25. To whom may allegations of ordinance violations be directed?

Concerns may be addressed to the City Clerk Department.

City of Long Beach - Lobbyists 2010
 3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-010

Filer Name ABC ADVOCACY GROUP

Lobbyist Type Contract Lobbyist

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
8/17/2010	Initial Filing	On/After June 30		8/16/2010		2	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010			

No. of Active Clients: 2

-Active CLIENT(s) and LOBBYIST(S)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Seeking to influence...	Lobbyist Name(s)
16-Aug-10	SIMIMATEC USA SUNSET BEACH, CA 90742	PETER MAURER	AUTOMATED PARKING DEVELOPMENT	AUTO PARKING RFO/RFQ	LYNN ADKINS BRIAN BENNETT GLORIA CORDERO
16-Aug-10	UNION BANK LOS ANGELES, CA 90071	JOANNE CURRAN	BANKING	COMMUNITY RELATIONS	LYNN ADKINS BRIAN BENNETT GLORIA CORDERO

City of Long Beach - Lobbyists 2010
 3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-006

Filer Name **ADLER PUBLIC AFFAIRS**

Lobbyist Type **Contract Lobbyist**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate	
7/ 1/2010	Initial Filing	On/After June 30		7/ 1/2010		1		
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/13/2010				
No. of Active Clients:							1	

-ACTIVE CLIENT(S) and LOBBYIST(S)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
01-Jul-10	WESTOM GARROU WALTERS & MOONEY LOS ANGELES, CA 90025	JOHN WESTON	LEGAL PARTNERSHIP	JEFFREY ADLER
			Seeking to influence...	ENTERTAINMENT PERMIT

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-009

Filer Name ALEX H CHERIN

Lobbyist Type Contract Lobbyist

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/29/2010	Initial Filing	On/After June 30		7/20/2010		2	
8/19/2010	Amendment	On/After June 30		7/20/2010			
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/13/2010		3	

No. of Active Clients: 5

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
13-Oct-10	2ND AND PCH LONG BEACH, CA 90803		Seeking to influence...	ALEX H CHERIN
20-Jul-10	ACAT GLOBAL LAGUNA BEACH, CA 92651		TECH MANUFACTURER	
		MAYOR FOSTER; COUNCILMAN O'DONNELL; AMY BODECK	AZ BONDS	ALEX H CHERIN
13-Oct-10	HARBOR TRUCKING ASSC LONG BEACH, CA 90807			ALEX H CHERIN

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer Name ALEX H CHERIN
Lobbyist Type Contract Lobbyist

Filer ID CLB 10-009

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
13-Oct-10	PARETO ENERGY WASHINGTON CD 20007			ALEX H CHERIN
20-Jul-10	PROJECT FROG SAN FRANCISCO, CA 91415	MAYOR FOSTER; CRAIG BECK	GREEN BUILDER BUILDING PROJECT	ALEX H CHERIN

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID **CLB 10-003**

Filer Name **CARLA KEMP**

Lobbyist Type **Contract Lobbyist**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
5/10/2010	Initial Filing	On/After June 30		4/28/2010		5	
7/23/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/23/2010		2	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/15/2010			

No. of Active Clients: **2**

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence..	Lobbyist Name(s)
28-Apr-10	2ND & PCH LONG BEACH, CA 90803	RAY LIN	DEVELOPMENT CONSTRUCT OF OUTER MALL	CARLA KEMP
28-Apr-10	BELMONT SHORE CANNABIS CLUB LONG BEACH, CA 90803	CIENA SERRAN	MEDICAL MARIJUANA MED-MARIJUANA ORD	CARLA KEMP
28-Apr-10	EVERGREEN CYPRESS, CA 90630	JASON HSU	SHIPPING NONE AT THIS TIME	CARLA KEMP
28-Apr-10	EXPERTOW STANTON, CA 90680	JIM KRUGER	TOWING TOWING W/CITY	CARLA KEMP

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer Name CARL A KEMP

Lobbyist Type Contract Lobbyist

Filer ID CLB 10-003

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
28-Apr-10	LB YELLOW CAB GARDENA, CA 90249	JOHN & BILL ROUSE	TRANSPORTATION	CARL A KEMP
23-Jul-10	PMSA SAN GABRIEL, CA	MICHELLE GRUBBS	TRANSPORTATION	CARL A KEMP
23-Jul-10	QDC JOHN WALKER LONG BEACH, CA 90803	SAN ANTONIO	MEDICAL MARIJUANA	CARL A KEMP
			MED-MARIJUANA ORD	

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-002

Filer Name CERRELL ASSOCIATES INC.

Lobbyist Type Contract Lobbyist

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
4/29/2010	Initial Filing	On/Before June 29		4/20/2010		6	
5/24/2010	Amendment			5/21/2010	4/20/2010	1	
7/14/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/9/2010			
10/14/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/15/2010			

No. of Active Clients: **7**

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Seeking to influence...	Lobbyist Name(s)
20-Apr-10	BOMBARDIER TRANSPORTATION SAN FRANCISCO, CA 94128		STR CAR TRANS SYST	FUTURE PROJECT OPPORTUNITIES	FERNANDO CHAVEZ LISA GRITZNER
20-Apr-10	FIVE STAR PARKING LOS ANGELES, CA 90071		PARKING LOT OPERATOR	PRESENT AND FUTURE PROJECT	FERNANDO CHAVEZ JOHN HOWLAND

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID **CLB 10-002**

Filer Name **CERRELL ASSOCIATES INC.**

Lobbyist Type **Contract Lobbyist**

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
20-Apr-10	FRESH & EASY NEIGHBORHOOD MARKETS EL SEGUNDO, CA 90245	MARKET	PUBLIC AFFAIRS PRESENT & FUTURE	KRISTEN MONNET LONNER FERNANDO CHAVEZ LISA GRITZNER
20-Apr-10	HARRIS CORPORATION LOWELL, MA 01853-3295	COMMUNICATION SYST	PRESENT & FUTURE OPPORTUNITIES	HAL DASH MATT GALLAGHER FERNANDO CHAVEZ
21-May-10	KOURY GEOTECHNICAL SERVICES CHINO, CA 91710	GEOTECHNICAL SERVICES	PRESENT AND FUTURE PROJECT	FERNANDO CHAVEZ
20-Apr-10	MICROSOFT CORPORATION SACRAMENTO, CA 95814	SOFTWARE CO	PRESENT & FUTURE OPPORTUNITIES	FERNANDO CHAVEZ LISA GRITZNER JOHN HOWLAND
20-Apr-10	WSPA TORRANCE, CA 90502	PETRO TRADE ASSCN PETROLEUM INDUSTRY		JOHN HOWLAND FERNANDO CHAVEZ

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID **CLB 10-008**

Filer Name **ENGLANDER KNABE & ALLEN**

Lobbyist Type **Contract Lobbyist**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/15/2010	Initial Filing	On/After June 30		7/1/2010		3	
7/20/2010	Amendment			7/19/2010	7/1/2010	1	1
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010		3	

No. of Active Clients: **6**

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to Influence...	Lobbyist Name(s)
14-Oct-10	CAMBRIA SOLUTIONS LOS ANGELES, CA 90071		TECH MGMT CONSULTING	MARCUS ALLEN
14-Oct-10	CLEAR CHANNEL TORRANCE, CA 90501		BILLBOARDS	MATT KNABE
01-Jul-10	ENTERPRISE GARDENA, CA 90248		TRANSPORTATION	
		ERIK SUND	LBPD FLEET MGMT	MATT KNABE
19-Jul-10	UNITED ROAD TOWING, INC VAN NUYS, CA 91406		TOWING	
			LB TOWING PROCUREMENT	MARCUS ALLEN

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-008

Filer Name ENGLANDER KNABE & ALLEN

Lobbyist Type Contract Lobbyist

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
14-Oct-10	WASTE MANAGEMENT GARDENA, CA 90248		FLEET MGMT	MATT KNABE
01-Jul-10	WEST COAST CHRONIC LONG BEACH, CA 90813	CM ROBERT GARCIA; ERIK SUND; CITY ATTNY	MED-MARIJUANA	MATT KNABE

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-004

Filer Name KEN SPIKER AND ASSOCIATES, INC.

Lobbyist Type Contract Lobbyist

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
6/7/2010	Initial Filing	On/Before June 29		6/3/2010		2	
7/27/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/23/2010			
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010		1	

No. of Active Clients: 3

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
03-Jun-10	INFRA MANAGEMENT GROUP, LLC OVERLAND PARK, KS	RICHARD HEENAN	ECONOMIC INFRASTRUCTURE INFRASTRUCTURE MANAGEMENT	GREG SPIKER KEN SPIKER, JR
14-Oct-10	THE LAMAR COMPANIES BATON ROUGE, LA 70808		OUTDOOR ADVERTISING	GREG SPIKER KEN SPIKER, JR
03-Jun-10	TRENDLINE HEALTH MESA, AZ 85210	GREG PATTERSON	HEALTH CARE BENEFITS HEALTH CARE BENEFITS	GREG SPIKER KEN SPIKER, JR

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-001

Filer Name MANATT, PHELPS & PHILLIPS, LLP

Lobbyist Type Contract Lobbyist

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
4/10/2010	Initial Filing	On/Before June 29		4/19/2010		1	
7/14/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/13/2010		1	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010			

No. of Active Clients: 2

-Active CLIENT(s) and LOBBYIST(s)

Initial Report	Client Name and City	Nature of Clients Business	Lobbyist Name(s)
19-Apr-10	SUN HEALTHCARE GROUP, INC. IRVINE, CA 92612-1537	Seeking to influence...	ELLEN BERKOWITZ
	City of Long Beach Contact Point		
	MENTAL HEALTHCARE FACILITY		
	LB FD INVESTG-HARBOR VIEW CENTER		

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-007

Filer Name MIKE MURCHISON

Lobbyist Type Contract Lobbyist

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/8/2010	Initial Filing	On/After June 30		7/2/2010		6	
10/14/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/11/2010		1	

No. of Active Clients: 7

-Active CLIENT(S) and LOBBYIST(S)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
02-Jul-10	AECOM LOS ANGELES, CA 90071	JACK BAYLIS	DEVELOPMENT	MIKE MURCHINSON
02-Jul-10	ARB STRUCTURERS LAKE FOREST, CA 92630	MARK THURMAN	DEVELOPMENT	MIKE MURCHINSON
02-Jul-10	D.D.R. SALT LAKE CITY, UT 84111	STAN HOFFMAN	DEVELOPMENT	MIKE MURCHINSON
02-Jul-10	DIDM CALABASAS, CA 91372		DEVELOPMENT	MIKE MURCHINSON

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-007

Filer Name MIKE MURCHISON

Lobbyist Type Contract Lobbyist

-Active CLIENT(s) and LOBBYIST(S)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
02-Jul-10	LCW PARTNERS LONG BEACH, CA	TOM DEAN; JEFF BERGER	DEVELOPMENT WETLANDS TRADE	MIKE MURCHINSON
02-Jul-10	MARRIOTT LONG BEACH, CA 90815	GEORGE MARAGOS	DEVELOPMENT LB MARRIOTT HOTEL	MIKE MURCHINSON
11-Oct-10	MERUELO GROUP DOWNEY, CA 90241		DEVELOPMENT	MIKE MURCHINSON

City of Long Beach - Lobbyists 2010

3rd Quarter - Period Ending 30 September 2010

Filer ID CLB 10-005

Filer Name SHEPPARD MULLIN RICHTER & HAMPTON, LLP

Lobbyist Type Contract Lobbyist

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
6/30/2010	Initial Filing	On/After June 30		6/30/2010		1	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/15/2010			

No. of Active Clients: 1

-Active CLIENT(S) and LOBBYIST(S)

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Seeking to influence...	Lobbyist Name(s)
30-Jun-10	TAKI SUN, INC. LONG BEACH, CA 90803		REAL ESTATE DEVELOPER	REDELV SEAPORT MARINA	PHILLIP TATE JAMES PUGH CLAUDIA GUTIERREZ JEROLD B NEUMAN MICHAEL J KEILY



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

~~R-13~~

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6101 • FAX (562) 570-6789

February 15, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the Registered Lobbyist 4th Quarter Report for the period ending December 31, 2010 and the 2011 Lobbyist Annual Renewal Report, as of January 15, 2011.

DISCUSSION

Pursuant to Long Beach Municipal Code Section 2.08.110, the fourth quarter lobbyist reports were due January 15, 2011. The tables below provide an overview of: (1) each Long Beach registered lobbyist filing, their filing category, and number of clients and fees assessed for the period ending December 31, 2010; and (2) a list of registered lobbyists, and their filing category and renewal fees assessed for year 2011.

City of Long Beach - Registered Lobbyists
as of 4th Quarter Filing - Period Ending Dec. 31, 2010

<u>Filer Name</u>	<u>Lobbyist Type</u>	<u>YTD No. of Clients</u>	<u>YTD Assessed Fees</u>
ABC ADVOCACY GROUP	Contract Lobbyist	2	\$600.00
ADLER PUBLIC AFFAIRS	Contract Lobbyist	0	\$100.00
ALEX H CHERIN	Contract Lobbyist	5	\$175.00
CARL A KEMP	Contract Lobbyist	7	\$475.00
CERRELL ASSOCIATES INC.	Contract Lobbyist	7	\$275.00
ENGLANDER KNABE & ALLEN	Contract Lobbyist	7	\$250.00
KEN SPIKER AND ASSOCIATES, INC.	Contract Lobbyist	3	\$475.00
MANATT, PHELPS & PHILLIPS, LLP	Contract Lobbyist	0	\$150.00
MURCHISON CONSULTING	Contract Lobbyist	9	\$450.00
SHEPPARD MULLIN RICHTER & HAMPTON, LLP	Contract Lobbyist	1	\$75.00
Summary Totals		41	\$3,025.00

City of Long Beach - Registered Lobbyists
2011 - Renewal Fees

<u>Filer Name</u>	<u>Lobbyist Type</u>	<u>Assessed Fees</u>
ABC ADVOCACY GROUP	Contract Lobbyist	\$100.00
ALEX H CHERIN	Contract Lobbyist	\$100.00
CARL A KEMP	Contract Lobbyist	\$100.00
CERRELL ASSOCIATES INC.	Contract Lobbyist	\$100.00
ENGLANDER KNABE & ALLEN	Contract Lobbyist	\$100.00
KEN SPIKER AND ASSOCIATES, INC.	Contract Lobbyist	\$100.00
MURCHISON CONSULTING	Contract Lobbyist	\$275.00
SHEPPARD MULLIN RICHTER & HAMPTON, LLP	Contract Lobbyist	\$100.00
	Summary Totals	\$975.00

Attached is the Registered Lobbyist 4th Quarter Report which lists in detail a lobbyist's reporting history, active clients, staff contact points, issues sought to be influenced, and lobbyist names. The 4th Quarter report covers all of calendar year 2010.

For this reporting period, there were no registered Business Organization or Expenditure Lobbyist filings.

TIMING CONSIDERATIONS

None.

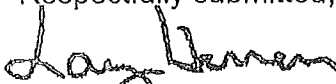
FISCAL IMPACT

The salary and benefit costs for support of the Lobbyist Registration program since adoption of the ordinance has totaled \$9,760.52. Revenues received totaled \$4,000.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


LARRY HERRERA
CITY CLERK

Attachment - Registered Lobbyist 4th Quarter Report

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 1

Filer Name **ABC ADVOCACY GROUP**

Filer ID **CLB 10-010**

Lobbyist Type **Contract Lobbyist**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
8/17/2010	Initial Filing	On/After June 30		8/16/2010		2	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010			
1/15/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/15/2011			
1/18/2011	Renewal	2011 - Renewal	1/18/2011	1/18/2011			

No. of Active Clients: **2**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
16-Aug-10	SIMMATEC USA SUNSET BEACH, CA 90742	PETER MAURER	AUTOMATED PARKING DEVELOPMENT	LYNN ADKINS BRIAN BENNETT GLORIA CORDERO
16-Aug-10	UNION BANK LOS ANGELES, CA 90071	JOANNE CURRAN	BANKING	LYNN ADKINS BRIAN BENNETT GLORIA CORDERO

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Name **ADLER PUBLIC AFFAIRS** Filer Page 1

Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-006**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/ 1/2010	Initial Filing	On/After June 30		7/ 1/2010		1	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/13/2010			
1/19/2011	Termination	2010 - 4th Qtr	1/18/2011	1/19/2011			1

No. of Active Clients: **0**

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 1

Filer Name **ALEX H CHERIN**

Lobbyist Type **Contract Lobbyist**

Filer ID **CLB 10-009**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Amending Report Dated	Clients Added	Clients Terminate
7/29/2010	Initial Filing	On/After June 30	7/20/2010		2	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010		3	
1/14/2011	Quarterly	2010 - 4th Qtr	1/18/2011			
1/14/2011	Renewal	2011 - Renewal	1/18/2011	12/28/2010		

No. of Active Clients: **5**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
13-Oct-10	2ND AND PCH LONG BEACH, CA 90803			ALEX H CHERIN
20-Jul-10	ACAT GLOBAL LAGUNA BEACH, CA 92651	MAYOR FOSTER; COUNCILMAN O'DONNELL; AMY BODECK	TECH MANUFACTURER AZ BONDS	ALEX H CHERIN
13-Oct-10	HARBOR TRUCKING ASSC LONG BEACH, CA 90807			ALEX H CHERIN

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 2

Filer Name ALEX H CHERIN

Filer ID CLB 10-009

Lobbyist Type Contract Lobbyist

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	Nature of Clients Business	Lobbyist Name(s)
	City of Long Beach Contact Point	Seeking to influence..	
13-Oct-10	PARETO ENERGY WASHINGTON CD 20007		ALEX H CHERIN
20-Jul-10	PROJECT FROG SAN FRANCISCO, CA 91415 MAYOR FOSTER; CRAIG BECK	GREEN BUILDER BUILDING PROJECT	ALEX H CHERIN

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 1

Filer Name CARLA KEMP

Lobbyist Type Contract Lobbyist

Filer ID CLB 10-003

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
5/10/2010	Initial Filing	On/Before June 29		4/28/2010		5	
7/23/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/23/2010		2	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/15/2010			
1/18/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/18/2011			
1/18/2011	Renewal	2011 - Renewal	1/18/2011	1/18/2011			

No. of Active Clients: **Z**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
28-Apr-10	2ND & PCH LONG BEACH, CA 90803	RAY LIN	DEVELOPMENT	CARLA KEMP
28-Apr-10	BELMONT SHORE CANNABIS CLUB LONG BEACH, CA 90803	CIENA SERRAN	MEDICAL MARIJUANA	CARLA KEMP
28-Apr-10	EVERGREEN CYPRESS, CA 90630	JASON HSU	SHIPPING	CARLA KEMP
			CONSTRUCT OF OUTER MALL	CARLA KEMP
			MED-MARIJUANA ORD	CARLA KEMP
			NONE AT THIS TIME	CARLA KEMP

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 2

Filer Name CARLA KEMP

Filer ID CLB 10-003

Lobbyist Type Contract Lobbyist

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
28-Apr-10	EXPERTOW STANTON, CA 90680	JIM KRUGER	TOWING	CARLA KEMP
28-Apr-10	LB YELLOW CAB GARDENA, CA 90249	JOHN & BILL ROUSE	TRANSPORTATION PUBLIC RELATIONS	CARLA KEMP
23-Jul-10	PMSA SAN GABRIEL, CA	MICHELLE GRUBBS	TRANSPORTATION	CARLA KEMP
23-Jul-10	QDC JOHN WALKER LONG BEACH, CA 90803	SAN ANTONIO	MEDICAL MARIJUANA MED-MARIJUANA ORD	CARLA KEMP

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 1

Filer Name **CERRELL ASSOCIATES INC.**

Filer ID **CLB 10-002**

Lobbyist Type **Contract Lobbyist**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
4/29/2010	Initial Filing	On/Before June 29		4/20/2010		6	
5/24/2010	Amendment	On/Before June 29		5/21/2010	4/20/2010	1	
7/14/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/9/2010			
10/14/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/15/2010			
1/10/2011	Renewal	2011 - Renewal	1/18/2011	1/4/2011			
1/18/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/13/2011			

No. of Active Clients: **1**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
20-Apr-10	BOMBARDIER TRANSPORTATION SAN FRANCISCO, CA 94128		STR CAR TRANS SYST	FERNANDO CHAVEZ LISA GRITZNER
20-Apr-10	FIVE STAR PARKING LOS ANGELES, CA 90071		PARKING LOT OPERATOR	FERNANDO CHAVEZ JOHN HOWLAND

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 2

Filer Name **CERRELL ASSOCIATES INC.**

Filer ID **CLB 10-002**

Lobbyist Type **Contract Lobbyist**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
20-Apr-10	FRESH & EASY NEIGHBORHOOD MARKETS EL SEGUNDO, CA 90245		MARKET PUBLIC AFFAIRS PRESENT & FUTURE	KRISTEN MONTET LONNER FERNANDO CHAVEZ LISA GRITZNER
20-Apr-10	HARRIS CORPORATION LOWELL, MA 01853-3295		COMMUNICATION SYST PRESENT & FUTURE OPPORTUNITIES	HAL DASH MATT GALLAGHER FERNANDO CHAVEZ
21-May-10	KOURY GEOTECHNICAL SERVICES CHINO, CA 91710		GEOTECHNICAL SERVICES PRESENT AND FUTURE PROJECT	FERNANDO CHAVEZ
20-Apr-10	MICROSOFT CORPORATION SACRAMENTO, CA 95814		SOFTWARE CO PRESENT & FUTURE OPPORTUNITIES	FERNANDO CHAVEZ LISA GRITZNER JOHN HOWLAND
20-Apr-10	WSPA TORRANCE, CA 90502		PETRO TRADE ASSCN PETROLEUM INDUSTRY	JOHN HOWLAND FERNANDO CHAVEZ

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 1

Filer ID CLB 10-008

Filer Name ENGLANDER KNABE & ALLEN

Lobbyist Type Contract Lobbyist

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/15/2010	Initial Filing	On/After June 30	7/1/2010			3	
7/20/2010	Amendment	On/After June 30	7/19/2010	7/1/2010		1	1
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010		3	
1/14/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/11/2011		1	
1/14/2011	Renewal	2011 - Renewal	1/18/2011	1/11/2011			

No. of Active Clients: **Z**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
11-Jan-11	AMERICAN CHEMISTRY COUNCIL WASHINGTON DC		Seeking to influence... RECYCLING PLASTIC BAGS	
14-Oct-10	CAMBRIA SOLUTIONS LOS ANGELES, CA 90071	ALL COUNCIL, CITY ATTY, MAYOR	PLASTIC BAG BAN	JENNIFER FORKISH
14-Oct-10	CLEAR CHANNEL TORRANCE, CA 90501		TECH MGMT CONSULTING	MARCUS ALLEN
			BILLBOARDS	MATT KNABE

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 2

Filer Name **ENGLANDER KNABE & ALLEN**

Filer ID **CLB 10-008**

Lobbyist Type **Contract Lobbyist**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
01-Jul-10	ENTERPRISE GARDENA, CA 90248	ERIK SUND	TRANSPORTATION LBPD FLEET MGMT	MATT KNABE
19-Jul-10	UNITED ROAD TOWING, INC VAN NUYS, CA 91406		TOWING LB TOWING PROCUREMENT	MARCUS ALLEN
14-Oct-10	WASTE MANAGEMENT GARDENA, CA 90248		FLEET MGMT	MATT KNABE
01-Jul-10	WEST COAST CHRONIC LONG BEACH, CA 90813	CM ROBERT GARCIA; ERIK SUND; CITY ATTNY	MED-MARIJUANA	MATT KNABE

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 1

Filer Name **KEN SPIKER AND ASSOCIATES, INC.**

Filer ID **CLB 10-004**

Lobbyist Type **Contract Lobbyist**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
6/7/2010	Initial Filing	On/Before June 29		6/3/2010		2	
7/27/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/23/2010			
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010		1	
1/14/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/14/2011		4	
1/14/2011	Renewal	2011 - Renewal	1/18/2011	1/14/2011			
1/28/2011	Amendment	2010 - 4th Qtr	1/14/2011	1/28/2011		-4	

No. of Active Clients: **3**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
03-Jun-10	INFRA MANAGEMENT GROUP, LLC OVERLAND PARK, KS	RICHARD HEENAN	ECONOMIC INFRASTRUCTURE	GREG SPIKER KEN SPIKER, JR
14-Oct-10	THE LAMAR COMPANIES BATON ROUGE, LA 70808		OUTDOOR ADVERTISING	GREG SPIKER KEN SPIKER, JR

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 2

Filer Name KEN SPIKER AND ASSOCIATES, INC.

Filer ID CLB 10-004

Lobbyist Type Contract Lobbyist

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	Nature of Clients Business	City of Long Beach Contact Point	Seeking to influence...	Lobbyist Name(s)
03-Jun-10	TRENDLINE HEALTH MESA, AZ 85210	HEALTH CARE BENEFITS	GREG PATTERSON	HEALTH CARE BENEFITS	GREG SPIKER KEN SPIKER, JR

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Name **MANATT, PHELPS & PHILLIPS, LLP** Filer Page 1
 Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-001**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
4/20/2010	Initial Filing	On/Before June 29		4/19/2010		1	
7/14/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/13/2010			
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010			
1/19/2011	Termination	2010 - 4th Qtr	1/18/2011	1/19/2011			1

No. of Active Clients: **0**

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 1

Filer Name **MURCHISON CONSULTING**

Lobbyist Type Contract Lobbyist

Filer ID **CLB 10-007**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/8/2010	Initial Filing	On/After June 30		7/2/2010		6	
10/14/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/11/2010		1	
1/25/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/15/2011		2	
1/25/2011	Renewal	2011 - Renewal	1/18/2011	1/23/2011			

No. of Active Clients: **9**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
15-Jan-11	A&A TOWING LONG BEACH, CA 90807	ZUBIN FITTER	DEVELOPMENT LB AREA	MIKE MURCHINSON
02-Jul-10	AECOM LOS ANGELES, CA 90071	JACK BAYLIS	DEVELOPMENT GERALD DESMOND BRIDGE	MIKE MURCHINSON
02-Jul-10	ARB STRUCTURERS LAKE FOREST, CA 92630	MARK THURMAN	DEVELOPMENT AIRPORT PARKING STRUCTURE	MIKE MURCHINSON

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Page 2

Filer Name MURCHISON CONSULTING

Filer ID CLB 10-007

Lobbyist Type Contract Lobbyist

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
02-Jul-10	D.D.R. SALT LAKE CITY, UT 84111	STAN HOFFMAN	DEVELOPMENT THE PIKE	MIKE MURCHINSON
02-Jul-10	DIDM CALABASAS, CA 91372		DEVELOPMENT	MIKE MURCHINSON
02-Jul-10	LCW PARTNERS LONG BEACH, CA	TOM DEAN; JEFF BERGER	DEVELOPMENT WETLANDS TRADE	MIKE MURCHINSON
02-Jul-10	MARRIOTT LONG BEACH, CA 90815	GEORGE MARAGOS	DEVELOPMENT LB MARRIOTT HOTEL	MIKE MURCHINSON
11-Oct-10	MERUELO GROUP DOWNEY, CA 90241		DEVELOPMENT	MIKE MURCHINSON
15-Jan-11	SUMMIT ALLIANCE BEVERLY HILLS, CA 90212	DARYOUSH GOLSHAN	DEVELOPMENT PCH/GUNDRY	MIKE MURCHINSON

City of Long Beach 2010 - Registered Lobbyists

4th Quarter - Period Ending December 31, 2010 and 2011 Lobbyist Annual Renewal Report

Filer Name **SHEPPARD MULLIN RICHTER & HAMPTON, LLP** Filer Page 1
 Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-005**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
6/30/2010	Initial Filing	On/After June 30		6/30/2010		1	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/15/2010			
1/18/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/15/2011			
1/18/2011	Renewal	2011 - Renewal	1/18/2011	1/15/2011			

No. of Active Clients: **1**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
30-Jun-10	TAKI SUN, INC. LONG BEACH, CA 90803		REAL ESTATE DEVELOPER	PHILLIP TATE JAMES PUGH CLAUDIA GUTIERREZ JEROLD B NEUMAN MICHAEL J KEILY



CITY CLERK DEPARTMENT
Long Beach, California

LARRY HERRERA
City Clerk

ADMINISTRATIVE DIVISION
*Monique De La Garza
 Administrative Officer*

ELECTIONS BUREAU
*Foonam Davis
 City Clerk Bureau Manager*

LEGISLATIVE BUREAU
*Merianne Nakagawa
 City Clerk Bureau Manager*

May 17, 2011

HONORABLE MAYOR AND CITY COUNCIL
 City of Long Beach
 California

RECOMMENDATION:

Receive and file the Registered Lobbyist 1st Quarter Report for the period January 1, 2011 thru March 31, 2011.

DISCUSSION

Pursuant to Long Beach Municipal Code 2.08.110, the first quarter lobbyist reports were due April 15, 2011. The table below lists: Long Beach registered lobbyist, their filing category, number of clients for the period ending March 31, 2011.

**City of Long Beach - Registered Lobbyists
 As of 1st Quarter Filing - Period Ending March 31, 2011**

<u>Filer Name</u>	<u>Lobbyist Type</u>	<u>Y-T-D No. of Clients</u>
ABC ADVOCACY GROUP	Contract Lobbyist	2
ADLER PUBLIC AFFAIRS	Contract Lobbyist	0
ALEX H CHERIN	Contract Lobbyist	7
ARMBRUSTER GOLDSMITH & DELVAC LLP	Contract Lobbyist	1
CARL A KEMP	Contract Lobbyist	7
CERRELL ASSOCIATES INC.	Contract Lobbyist	6
ENGLANDER KNABE & ALLEN	Contract Lobbyist	10
GWEN BUTTERFIELD	Contract Lobbyist	1
KEN SPIKER AND ASSOCIATES, INC.	Contract Lobbyist	7
LOUIS G. BAGLIETTO, JR.	Contract Lobbyist	2
MANATT, PHELPS & PHILLIPS, LLP	Contract Lobbyist	0
MURCHISON CONSULTING	Contract Lobbyist	10
SHEPPARD MULLIN RICHTER & HAMPTON, LLP	Contract Lobbyist	1
SOUTHERN CALIFORNIA EDISON	Business/Organization Lobbyist	0
Summary Totals		54

HONORABLE MAYOR AND CITY COUNCIL
May 17, 2011
Page 2

Attached is the 2011 Lobbyist 1st Quarter report which lists a lobbyist's reporting history, active clients, staff contact points, issues sought to be influenced, and lobbyist names.

For this reporting period, there was one new registered Business Organization Lobbyist filing.

TIMING CONSIDERATIONS

None.

FISCAL IMPACT

The salary and benefit costs for support of the Lobbyist Registration program since adoption of the ordinance totaled \$10,086.45. Revenues received totaled \$4,350.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


LARRY HERRERA
CITY CLERK

Attachment – Registered Lobbyist 1st Quarter Report

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name **ABC ADVOCACY GROUP** Filer Page 1
 Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-010**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
8/17/2010	Initial Filing	On/After June 30		8/16/2010		2	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010			
1/15/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/15/2011			
1/18/2011	Renewal	2011 - Renewal	1/18/2011	1/18/2011			
4/15/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/15/2011			
5/3/2011	Amendment	2011 - 1st Qtr		4/15/2011	4/15/2011		

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: **2**

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name **ADLER PUBLIC AFFAIRS** Filer Page 1

Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-006**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/1/2010	Initial Filing	On/After June 30		7/1/2010		1	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/13/2010			
1/19/2011	Termination	2010 - 4th Qtr	1/18/2011	1/19/2011			1

Only clients for which there is lobbying activity during the reporting period, will be listed below. No. of Clients: 0

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name **ALEX H CHERIN** Filer Page 1
 Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-009**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/29/2010	Initial Filing	On/After June 30		7/20/2010		2	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/13/2010		3	
1/14/2011	Quarterly	2010 - 4th Qtr	1/18/2011	12/28/2010			
1/14/2011	Renewal	2011 - Renewal	1/18/2011	12/28/2010			
4/15/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/15/2011		2	
4/29/2011	Amendment	2011 - 1st Qtr		4/28/2011	4/15/2011		

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: 7

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Seeking to influence...	Lobbyist Name(s)
13-Oct-10	2ND AND PCH LONG BEACH, CA 90803	B.FOSTER, G.DE LONG, I.DOUD, A.BODEK, R.GARCIA, S.SNEAL, C.CALFANT, G.SHIPSKE S.LOWENTHAL, J.JOHNSON, P.ODONNELL	REAL ESTATE DEVELOPMENT	PROJECT DEVELOPMENT ADVOCACY	ALEX H CHERIN

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Page 2

Filer Name ALEX H CHERIN

Lobbyist Type Contract Lobbyist

Filer ID CLB 10-009

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
13-Oct-10	HARBOR TRUCKING ASSC LONG BEACH, CA 90807	B.FOSTER, J.JOHNSON, R.GARCIS, S.STRAWBRIDGE(POLB).	TRUCKING INDUSTRY GROUP BEST PRACTICES FOR TRUCKING, AB950...	ALEX H CHERIN
20-Jul-10	PROJECT FROG SAN FRANCISCO, CA 91415	B.FOSTER, C.BECK, P.O'DONNELL, M.RODRIGUEZ	GREEN BUILDER BUILDING PROJECT, CONSTRUCTION OF	ALEX H CHERIN
15-Apr-11	RECYCLEBANK NEW YORK, NY 10014	M.CONWAY, B.FOSTER, G.DE LONG, J.JOHNSON, G.SHIPSKE, S.NEAL, R.GARCIA, S.LOWENTHAL	RECYCLING REWRADS PROGRAM RECYCLING INSENTIVES	ALEX H CHERIN
15-Apr-11	TOTAL TRANSPORTATION SERVICES, INC COMPTON, CA 90220-6405	B.KANTER	LOGISTICS AND TRUCKING COMPANY HYDRONGEN TRUCK INCENTIVES	ALEX H CHERIN

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name

ARMBRUSTER GOLDSMITH & DELVAC LLP

Filer Page 1

Filer ID CLB 11-014

Lobbyist Type Contract Lobbyist

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
3/28/2011	Initial Registration	On/Before June 29		3/25/2011		1	
4/12/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/ 8/2011			

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: **1**

City of Long Beach 2011 - Registered Lobbyists

1st Quarter - Period Ending March 31, 2011

Filer Name **CARL A KEMP** Filer Page 1

Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-003**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
5/10/2010	Initial Filing	On/Before June 29		4/28/2010		5	
7/23/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/23/2010		2	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/15/2010			
1/18/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/18/2011			
1/18/2011	Renewal	2011 - Renewal	1/18/2011	1/18/2011			
4/15/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/12/2011			

No. of Clients: **7**

Only clients for which there is lobbying activity during the reporting period, will be listed below.

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
23-Jul-10	PMSA SAN GABRIEL, CA	J. JOHNSON	Seeking to influence... TRANSPORTATION	CARL A KEMP

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name

CERRELL ASSOCIATES INC.

Filer Page 1

Lobbyist Type Contract Lobbyist

Filer ID CLB 10-002

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
4/29/2010	Initial Filing	On/Before June 29		4/20/2010		6	
5/24/2010	Amendment	On/Before June 29		5/21/2010	4/20/2010	1	
7/14/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/9/2010			
10/14/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/15/2010			
1/10/2011	Renewal	2011 - Renewal	1/18/2011	1/4/2011			
1/18/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/13/2011			
4/14/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/11/2011		1	2

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: 6

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
11-Apr-11	7 NORTH STUDIOS LONG BEACH, CA 90813	R.GARCIA	Seeking to influence... FILM STUDIO	FERNANDO CHAVEZ

City of Long Beach 2011 - Registered Lobbyists

1st Quarter - Period Ending March 31, 2011

Filer Name **ENGLANDER KNABE & ALLEN** Filer Page 1

Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-008**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/15/2010	Initial Filing	On/After June 30		7/1/2010		3	
7/20/2010	Amendment	On/After June 30		7/19/2010	7/1/2010	1	1
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010		3	
1/14/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/11/2011		1	
1/14/2011	Renewal	2011 - Renewal	1/18/2011	1/11/2011			
4/15/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/14/2011		3	
5/4/2011	Amendment	2011 - 1st Qtr		4/14/2011	4/14/2011		

No. of Clients: 10

Only clients for which there is lobbying activity during the reporting period, will be listed below.

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
11-Jan-11	AMERICAN CHEMISTRY COUNCIL WASHINGTON DC		RECYCLING PLASTIC BAGS	JENNIFER FORKISH
		R.Garcia, S.Lowenthal, G.Delong, P.Odonnell, G.Shipske, D.Andrews, J.Johnson, R.Gabelich, S.Neal, B.Foster, R. Shannon	PLASTIC BAG BAN	

City of Long Beach 2011 - Registered Lobbyists

1st Quarter - Period Ending March 31, 2011

Filer Page 2

Filer Name **ENGLANDER KNABE & ALLEN**

Lobbyist Type Contract Lobbyist

Filer ID **CLB 10-008**

-Active Clients and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
14-Oct-10	CAMBRIA SOLUTIONS LOS ANGELES, CA 90071	P. West	TECHNOLOGY MANGEMENT CONSULTING	MATT KNABE
14-Oct-10	CLEAR CHANNEL TORRANCE, CA 90501	R.Garcia, S.Lowenthal, G.Delong, P.O'Donnell, G.Shipske, D.Andrews, J.Johnson, R.Gabelich, S.Neal, B.Foster, P.West, J.Kuhl, M.Conway	BILLBOARDS	MATT KNABE
01-Jul-10	ENTERPRISE GARDENA, CA 90248	E.SUND	TRANSPORTATION	MATT KNABE
14-Apr-11	SO CAL CIGAR ALLIANCE, C/O BIG DADDY CIGARS LONG BEACH, CA 90899	R.Garcia, S.Lowenthal, G.Delong, P.O'donnell, G.Shipske, D.Andrews, J.Johnson, R.Gabelich, S.Neal, P.West, E.SUND	CIGAR LOUNGE ORDINANCE	MATT KNABE
19-Jul-10	UNITED ROAD TOWING, INC VAN NUYS, CA 91406	E.SUND	TOWING LB TOWING PROCUREMENT	MARCUS ALLEN

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name

ENGLANDER KNABE & ALLEN

Filer Page 3

Filer ID CLB 10-008

Lobbyist Type Contract Lobbyist

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
14-Oct-10	WASTE MANAGEMENT GARDENA, CA 90248	R.Garcia, S.Lowenthal, G.Delong, P.Odonnell, G.Shipske, D.Andrews, J.Johnson, R.Gabelich, S.Neal, B.Foster, P.West, J.Kuhl, M.Conway	RECYCLE CONTRACT FLEET MGMT/RECYCLING CONTRACT.	MATT KNABE
14-Apr-11	WILLIAM BLAIR & CO. CHICAGO, ILL 60606	P.West, M.Conway	FINANCIAL CONSULTING PARKING & P3 CONSULTING	MATT KNABE

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name **GWEN BUTTERFIELD** Filer Page 1

Lobbyist Type Contract Lobbyist Filer ID **CLB 11-011**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
2/3/2011	Initial Registration	On/Before June 29		1/31/2011		1	
4/14/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/14/2011			

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: 1

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Seeking to influence...	Lobbyist Name(s)
31-Jan-11	MITSUBISHI CEMENT CORP LONG BEACH, CA 90802		MODERNIZATION PROJECT POLB		GWEN BUTTERFIELD
	D.STEINKE, B.KANTER, R.CAMERON, T.JELENIC, J.WATANABE, S.WISE		CEMENT IMPORT @ POLB.		

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name **KEN SPIKER AND ASSOCIATES, INC.** Filer Page 1

Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-004**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
6/7/2010	Initial Filing	On/Before June 29		6/3/2010		2	
7/27/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/23/2010			
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010		1	
1/14/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/14/2011		4	
1/14/2011	Renewal	2011 - Renewal	1/18/2011	1/14/2011			
1/28/2011	Amendment	2010 - 4th Qtr	1/14/2011	1/28/2011		4	
2/1/2011	Amendment			1/28/2011	1/14/2011		
2/7/2011	Renewal						
2/7/2011	Quarterly	2010 - 4th Qtr		1/14/2011	1/14/2011		
4/15/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/15/2011			
5/3/2011	Amendment	2011 - 1st Qtr		4/15/2011	4/15/2011	4	

No. of Clients: 7

Only clients for which there is lobbying activity during the reporting period, will be listed below.

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name **LOUIS G. BAGLIETTO, JR.** Filer Page 1

Lobbyist Type **Contract Lobbyist** Filer ID **CLB 11-012**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
2/3/2011	Initial Registration	On/Before June 29		1/31/2011		1	
4/14/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/14/2011		1	

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: 2

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
14-Apr-11	BNSF RAILWAY LONG BEACH, CA 90802	D.ANDREWS, S.FRICK, D.BURNHAM, S.GANT	RAILWAY	LOUIS G BAGLIETTO, JR.
31-Jan-11	mitsubishi cement corp LONG BEACH, CA 90802	R.CAMERON, T.FIELDS, N.HACEGARA, T.JELENIC, J.WATANABE	ZERO EMISSION CONTAINER MOVEMENT MODERNIZATION PROJECT	LOUIS G BAGLIETTO, JR.

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name MANATT, PHELPS & PHILLIPS, LLP

Filer Page 1

Lobbyist Type Contract Lobbyist

Filer ID CLB 10-001

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
4/20/2010	Initial Filing	On/Before June 29		4/19/2010		1	
7/14/2010	Quarterly	2010 - 2nd Qtr	7/15/2010	7/13/2010			
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/14/2010			
1/19/2011	Termination	2010 - 4th Qtr	1/18/2011	1/19/2011			1

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: **0**

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Page 1

Filer Name **MURCHISON CONSULTING**

Lobbyist Type **Contract Lobbyist**

Filer ID **CLB 10-007**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
7/ 8/2010	Initial Filing	On/After June 30		7/ 2/2010		6	
10/14/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/11/2010		1	
1/25/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/15/2011		2	
1/25/2011	Renewal	2011 - Renewal	1/18/2011	1/23/2011			
4/15/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/15/2011		1	
5/ 2/2011	Amendment	2011 - 1st Qtr		4/15/2011	4/15/2011		

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: **10**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Lobbyist Name(s)
15-Jan-11	A&A TOWING LONG BEACH, CA 90807	D.HAUBERT	DEVELOPMENT LB AREA	MIKE MURCHINSON
02-Jul-10	AECOM LOS ANGELES, CA 90071	M.Cordero	DEVELOPMENT GERALD DESMOND BRIDGE	MIKE MURCHINSON

City of Long Beach 2011 - Registered Lobbyists

1st Quarter - Period Ending March 31, 2011

Filer Page 2

Filer Name **MURCHISON CONSULTING**

Filer ID **CLB 10-007**

Lobbyist Type **Contract Lobbyist**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
02-Jul-10	ARB STRUCTURERS LAKE FOREST, CA 92630	R.ANTHONY	DEVELOPMENT AIRPORT PARKING STRUCTURE	MIKE MURCHINSON
02-Jul-10	DEVELOPERS DIVERSIFIED REALTY SALT LAKE CITY, UT 84111	B. Foster, S. Lowenthal	DEVELOPMENT THE PIKE	MIKE MURCHINSON
02-Jul-10	DIDM CALABASAS, CA 91372	J.EDMOND	DEVELOPMENT	MIKE MURCHINSON
15-Apr-11	KELTY COMPANY SIGNAL HILL, CA 90755	R.BRONOLD	GENERAL CONTRACTOR MARRIOT HOTEL REMODEL	MIKE MURCHINSON
02-Jul-10	LCW PARTNERS LONG BEACH, CA	V.GRGAS, M.CONWAY	DEVELOPMENT WETLANDS TRADE	MIKE MURCHINSON
02-Jul-10	MARRIOTT LONG BEACH, CA 90815	R.BRONOLD	DEVELOPMENT LB MARRIOT HOTEL	MIKE MURCHINSON
11-Oct-10	MERUELO GROUP DOWNEY, CA 90241	S.KINSEY, D.BURNHAM	DEVELOPMENT	MIKE MURCHINSON

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Page 3

Filer Name MURCHISON CONSULTING

Filer ID CLB 10-007

Lobbyist Type Contract Lobbyist

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	Nature of Clients Business	Lobbyist Name(s)
15-Jan-11	SUMMIT ALLIANCE BEVERLY HILLS, CA 90212 JEDMOND	Seeking to influence... DEVELOPMENT PCH/GUNDRY	MIKE MURCHINSON

City of Long Beach 2011 - Registered Lobbyists

1th Quarter - Period Ending March 31, 2011

Filer Name **SHEPPARD MULLIN RICHTER & HAMPTON, LLP** Filer Page 1
 Lobbyist Type **Contract Lobbyist** Filer ID **CLB 10-005**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
6/30/2010	Initial Filing	On/After June 30		6/30/2010		1	
10/15/2010	Quarterly	2010 - 3rd Qtr	10/15/2010	10/15/2010			
1/18/2011	Quarterly	2010 - 4th Qtr	1/18/2011	1/15/2011			
1/18/2011	Renewal	2011 - Renewal	1/18/2011	1/15/2011			
4/13/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/12/2011			

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: 1

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business	Seeking to influence...	Lobbyist Name(s)
30-Jun-10	TAKI SUN, INC. LONG BEACH, CA 90803	M.MAIS, A.BODEK, D.BURNHAM	REAL ESTATE DEVELOPER	REDELV SEAPORT MARINA	PHILLIP TATE JAMES PUGH CLAUDIA GUTIERREZ JEROLD B NEUMAN MICHAEL J KEILY

City of Long Beach 2011 - Registered Lobbyists

1st Quarter - Period Ending March 31, 2011

Filer Page 1

Filer Name **SOUTHERN CALIFORNIA EDISON**

Lobbyist Type Business/Organization Lobbyist

Filer ID **CLB 11-013**

-REPORTS FILED

Filing Date	Report Type	Filing Period	Report Due Date	Report Date	Amending Report Dated	Clients Added	Clients Terminate
2/18/2011	Initial Registration	On/Before June 29		2/16/2011			
4/15/2011	Quarterly	2011 - 1st Qtr	4/15/2011	4/15/2011			

Only clients for which there is lobbying activity during the reporting period, will be listed below.

No. of Clients: **0**

-Active CLIENTS and LOBBYISTS

Initial Report	Client Name and City	City of Long Beach Contact Point	Nature of Clients Business Seeking to influence...	Lobbyist Name(s)
15-Apr-11	SOUTHERN CALIFORNIA EDISON		ENERGY SERVICES	
	M. CHRISTOFELLS, M. CONWAY, C. GARNER		PERMIT ISSUES AND EASEMENTS &	LAWRENCE R. LABRADO
	K. ADAMOWICZ, A. STEINBERG, C. GALE, A. MORO, E. KILLEEN		PORT OF LONG BEACH SERVICE AND	MARTIN MAUCH
	K. ADAMOWICZ, A. STEINBERG, C. GALE, A. MORO			GARRY F. GARRIGUE
	K. ADAMOWICZ, A. STEINBERG, C. GALE, A. MORO, D. STEINKE		PORT OF LONG BEACH SERVICE AND	LAWRENCE R. LABRADO JR
	K. ADAMOWICZ, A. STEINBERG, C. GALE, A. MORO		PORT OF LONG BEACH SERVICE AND	DAVID E. VAN DERSTINE JR



City of Long Beach
Working Together to Serve

Memorandum

~~16~~

Date: November 18, 2008
To: Mayor and City Council
From: Larry Herrera, City Clerk *LA*
Subject: Estimated Administrative Costs for Lobbyist Ordinance

Cost and workload estimate:

The estimated cost for the implementation and maintenance of the lobbyist ordinance is \$14,280. This estimated is based on average hourly department rate of \$50.34 and an estimate of 200 hours as indicated in the schedule below, staff workload of 200 hours as indicated below and an estimate of \$4,212 for non-personnel program expenses.

	HOURS
Development Design and Implementation Planning – determine requirements, guidelines, procedures, form design, handbook preparation and employee training	60
Launch – filing support and filer guidance and assistance	30
First Quarter filings	16
Second Quarter filings	16
Third Quarter filings	16
Fourth Quarter filings	16
Renewal Filings	16
Maintenance, Enforcement and file retrieval	30
Total	200

Cost Estimate Assumptions:

The estimate is based on these assumptions:

- As the filing office the City Clerk department will staff this operation with .9 FTE part-time staff for processing of 25 to 30 lobbyist, and 5 clients per lobbyist, citywide.
- Implementation and administration of the ordinance will be paper based; the cost of electronic filing is not included in the cost estimate.
- Enforcement action will be minimal or non-existent based on City Clerk dept experience with other filing programs.

Estimated Lobbyist and Client Fees

On the basis of the above workload, the estimated lobbyist fee would be \$275 and per client fee would be \$25. The foregoing estimates of cost and fees should reviewed in one year, after some experience with the ordinance.