



Lobbyist Registration Form

Type or print in ink. File the original with the City Clerk.

Lobbyist to complete:

Name Ross Guehring

Business Name Town Hall Public Affairs, LLC

Business Address 1517 North Point Street #305 San Francisco, CA 94123

Business Phone 415.250.2785 Email ross@townhallpa.com

Check one: Individual Firm

Please check if this is an:	<input type="checkbox"/> Initial Registration	\$94.00
	<input checked="" type="checkbox"/> Annual or Renewal Registration	\$94.00
	<input type="checkbox"/> Amendment	\$30.00

Please note that no person shall engage in any activity on behalf of a client as a lobbyist unless he or she has registered using this form and listed such clients with the City Clerk.

Lobbyists are required to file annual reports between January 1 and January 31 of each year or upon initial employment if that occurs after the annual filing period. Should the initial employment occur after the annual filing period, the initial report must be filed with the City Clerk within fifteen (15) days of such initial employment.

Any changes to the registration information after the annual registration period, including but not limited to the legislative or administrative action for the City of Santa Rosa as to which the lobbyist has been engaged or the addition or loss of a client, shall require the filing of an amended registration with the City Clerk within fifteen (15) days of such changed information.

I, Ross Guehring, have used all reasonable diligence in preparing this form and all attachments as required by Santa Rosa City Code section 10-35.030.

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

Date 3/4/2021

Signature

Print or Type Name Ross Guehring



Contract Lobbyist Client Information

List each client by whom you are employed, retained, or engaged for compensation to perform lobbying services in the City of Santa Rosa.

Client Name	Client Business Address	Business Phone	Nature of Business	Date Lobbyist was employed, retained or engaged to perform lobbying services	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 to lobby on behalf of client
Cookies Retail	4675 MacArthur Ct #1500 Newport Beach, CA 92660	(714) 272-9213	Dispensary	7/23/2020	Conditional Use Permit	Ross Gehring

OFFICE OF THE CITY CLERK
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