



Lobbyist Registration Form

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

Lobbyist to complete:

Name Michelle Gervais

Business Name Gervais & Associates

Business Address 1275 Fourth Street, #257, Santa Rosa, CA 95404

Business Phone 707-975-4736 **Email** Michelle@GervaisAssociates.com

Check one: Individual Firm

Please check if this is an:

<input type="checkbox"/> Initial Registration	\$94.00
<input type="checkbox"/> Annual or Renewal Registration	\$94.00
<input checked="" 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, Michelle Gervais, 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.

October 21, 2021
Date



Signature

Michelle Gervais

Print or Type Name

OFFICE OF THE CITY CLERK
 100 Santa Rosa Avenue, Room 10 • Santa Rosa, CA 95404
 Phone: (707) 543-3015 • Fax: (707) 543-3030
www.srcity.org
cityclerk@srcity.org



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
Covia (formerly Episcopal Senior Communities)	2185 N. California, #575 Walnut Creek, CA 94596	925-956-7400	Senior living communities	March 2006	Project Entitlements for campus expansion	Michelle Gervais
Santa Rosa Cannery, aka The Cannery at Railroad Square	1388 Sutter Street, 11th Floor San Francisco, CA 94109	415-345-4400	Housing developer	2002	Project Entitlements for affordable housing development	Michelle Gervais
William Adams	1400 N. Dutton Ave, #21 Santa Rosa, CA 95401	707-545-6542	Attorney at Law	October 2021	Emergency Ambulance Response Services by SCFD	Michelle Gervais
6th Street Playhouse	52 West 6th Street Santa Rosa, CA 95401	(707) 523-4185	Performing Arts Venue	October 2021	Predevelopment support for expanded Performing Arts Center and new housing development	Michelle Gervais

OFFICE OF THE CITY CLERK
 100 Santa Rosa Avenue, Room 10 • Santa Rosa, CA 95404
 Phone: (707) 543-3015 • Fax: (707) 543-3030
www.srcity.org
cityclerk@srcity.org