

City of Hollister Lobbyist Initial/Annual Renewal Application

Section 3: Contract Lobbyist Information

List all Clients represented:

1. Name: Davidson Nonexempt Marital Deduction Trust & Brezzo Family Trust

Briefly describe the legislative or administrative action(s) the lobbyist seeks to influence:

Extension of a Vesting Tentative Map and CUP for the Chappell Road Property.

List all persons employed or retained to engage in Lobbying Activity on behalf of this client:

a Tony V. Arreola b Victor C. Gomez, Pinnacle Strategy c _____

d _____ e _____ f _____

Total compensation promised or received from this client during the _____ previous calendar quarter for Lobbying Activity \$0 - \$100,000 Over \$100,000

2. Name: _____

Briefly describe the legislative or administrative action(s) the lobbyist seeks to influence:

List all persons employed or retained to engage in Lobbying Activity on behalf of this client:

a _____ b _____ c _____

d _____ e _____ f _____

Total compensation promised or received from this client during the _____ previous calendar quarter for Lobbying Activity \$0 - \$100,000 Over \$100,000

3. Name: _____

Briefly describe the legislative or administrative action(s) the lobbyist seeks to influence:

List all persons employed or retained to engage in Lobbying Activity on behalf of this client:

a _____ b _____ c _____

d _____ e _____ f _____

Total compensation promised or received from this client during the _____ previous calendar quarter for Lobbying Activity \$0 - \$100,000 Over \$100,000

For additional Clients, please add additional sheets (page 2)

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Section 4: In-House / Expenditure Lobbyist Information

List the names of each owner, officer, and employee conducting Lobbying Activities on behalf of this organization

a _____	b _____	c _____
d _____	e _____	f _____
g _____	h _____	i _____
j _____	k _____	l _____
m _____	n _____	o _____
p _____	q _____	r _____
s _____	t _____	u _____

Brief description of the legislative or administrative action(s) the lobbyist seeks to influence:

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Section 5: Land Use Lobbyist Information

For **EACH** major land use approval that the lobbyist has attempted to influence during the reporting period, please provide the following information. **Please use additional sheets as necessary.**

Land Use approval # 1

Enter a unique number starting with 1, for each project. Used when more than one project is being lobbied for.

Description of the major land use approval

Extension of a vesting tentative map and conditional use permit.

Summary of activities during the reporting period relating to influencing this major land use approval

A letter to a city official from an attorney representing the owner of the property.

A second letter to the planning commission chair and a copy of the letter to city employees.

Phone calls or meetings to planning commissioners.

Total amount expended during the reporting period related to influencing this major land use approval:

List of entities to which payments of \$500.00 or more, in the aggregate, during the reporting period for activities relating to influencing this major land use approval

Name: Pinnacle Strategy

Date of Payment: 12/25 to 4/26 Amount of Payment: \$20K

Purpose of Payment: For work in relation to getting the extension of the vesting tentative map and CUP approved.

Name: Matteoni, O'Laughlin & Hetchman

Date of Payment: No payment has been made yet Amount of Payment: No payment made yet

Purpose of Payment: For writing and sending a letter to a city official regarding the extension of the vesting tentative map and CUP.

Name: Silicon Valley Strategies, Inc.

Date of Payment: 12/25 to 4/26 Amount of Payment: \$30K

Purpose of Payment:

Name: _____

Date of Payment: _____ Amount of Payment: _____

Purpose of Payment:

Continues on next page...

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List of contacts by the lobbyist, including by its officers, employees, agents, and members, with public officials for the purpose of influencing this major land use approval

Land Use approval # 1

Enter number from previous page, to uniquely identify each project. Used when more than one project is being lobbied for.

Public Official Name: Carla Torres De Luna Date: April 7, 2026
 Nature of Contact: Sent a letter by email

Public Official Name: Rod Powell Date: April 7, 2026
 Nature of Contact: Sent a letter to Mr. Powell by email and regular mail

Public Official Name: _____ Date: _____
 Nature of Contact: _____

Public Official Name: _____ Date: _____
 Nature of Contact: _____

Public Official Name: _____ Date: _____
 Nature of Contact: _____

Public Official Name: _____ Date: _____
 Nature of Contact: _____

Public Official Name: _____ Date: _____
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 Nature of Contact: _____

Public Official Name: _____ Date: _____
 Nature of Contact: _____

Public Official Name: _____ Date: _____
 Nature of Contact: _____

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Section 6: Land Use Lobbyist Meeting/Hearing Update List of all upcoming Meeting/Hearings

Date	Time	Location	Agenda Item
4/23/2026	6 pm	Hollister City Hall, Planning Commission	Not available at this time

Section 7: Certification

I hereby certify that the information provided in this application is true and accurate to the best of my knowledge and belief. I understand that false statements made herein may be punishable as perjury.



Signature

4/8/2026

Date

Tony ARREOLA

Printed Name

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Key Points

Initial Filing

- **Triggering Events:**
 - Accepting employment or contracting as a lobbyist.
 - Meeting the threshold requirements for any of the lobbyist categories (Contract Lobbyist, In-House Lobbyist, Expenditure Lobbyist, or Land Use Lobbyist).
- **Filing Deadline:** Within ten (10) days of the triggering event.
- **Filing Requirements:**
 - File an initial Lobbyist Disclosure Report with the City Clerk.
 - Pay the initial registration fee of \$250.00.

Quarterly Reporting

- **Filing Deadline:** Every quarter, no later than 15 days after the end of each quarter.
- **Filing Requirements:**
 - File a Lobbyist Disclosure Report with the City Clerk, even if no lobbying activities occurred.
 - Report on contacts with City officials, issues discussed, and any compensation provided.

Annual Renewal

- **Renewal Deadline:** January 15th each year.
- **Renewal Process:** File a Lobbyist Disclosure Report (same form used for initial registration reporting) with the City Clerk.
- **Renewal Fee:** \$125.00

Late Renewal

- **Late Fee:** A late registration fee is assessed for each day past the renewal deadline until the fee is paid.
- **Maximum Late Fee:** The late fee cannot exceed 100% of the unpaid renewal fee.

Termination of Registration

- **Termination Process:** File a written declaration with the City Clerk stating the intention to terminate registration.
- **Final Report:** Submit a final Lobbyist Disclosure Report covering activities up to the termination date.
- **Timing:** Termination must occur before the annual renewal date (January 15th) to avoid the renewal requirement.

Land Use Lobbyist Updates:

- **Triggering Event:** Any meeting or public hearing where an action relating to a major land use approval will be on the agenda.
- **Filing Deadline:** At least two (2) days, but not more than twenty-one (21) days, before the meeting or public hearing.
- **Filing Requirements:** File an updated report with the City Clerk, including information on recent activities, contacts, and expenditures related to the land use project.

Key Points to Remember

- **Ongoing Obligations:** Lobbyists have ongoing obligations to file reports throughout the year, including quarterly reports and updates for Land Use Lobbyists.
- **Timely Filing & Renewal:** Adhere to all filing deadlines to avoid late fees and potential penalties.
- **Accurate Reporting:** Ensure all disclosure reports are accurate and complete, as they are subject to verification.

Disclaimer: This information is a summary based on the provided ordinance. Always refer to the official City of Hollister Lobbyist Ordinance and consult with the City Clerk's office for the most accurate and up-to-date information on registration procedures, reporting requirements, and all other aspects of the ordinance.