



Ojai BUSINESS JOURNAL

The Official Newsletter of the Ojai Valley Chamber of Commerce

Volume 11 | Issue 5 | Winter 2015

“We Offer the Best of the Valley’s Local Produce and Meats, Hand-Crafted Cocktails, Specialty Beers and Wines”

An Interview with Allison Walton, Co-Owner with Gareth Croxall, of the East End Restaurant and Bar

by Reynold Akison

Allison Walton and Gareth Croxall’s East End Restaurant and Bar intends to provide the best farm-to-table culinary experience available in Ojai by using locally grown produce (Rio Gozo Farm) and meats (Watkins Ranch). Additionally they will offer wines and craft cocktails from over 17 family-owned vineyards. Their wine list has a distinct focus on the central coast, ranging from Paso Robles to Ojai, with a few exceptions like Tensley, Stags Leap, and Margerum.

Ojai Business Journal: Please tell us a little about your experience operating a restaurant.

Allison Walton: We are not classically trained chefs, nor prior restaurant owners, but we both have passion.



*Allison Walton, co-owner of the
East End Restaurant and Bar*

We jumped right in and took over the Giorgio’s on East Ojai Avenue in August of 2014. An accident shut us down when a vehicle ran into the front of the building and caused major structural damage at the end of the year.

We worked tirelessly to remodel, upgrade, and bring the facility up to code. We also created an environment where we can prepare food that is worthy of Ojai residents and our visitors. The restaurant we have designed is truly our vision.

OBJ: What’s the most important thing you want people to know about the East End Restaurant and Bar?

Allison: Everything on our menu is home-made and comes from local farms,

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CITY OF OJAI statistics



TOT

TRANSIENT OCCUPANCY TAX FOR APRIL 2015

\$276,820

rec’d in May 2015 (34% increase compared to April 2014)

TRANSIENT OCCUPANCY TAX FOR MAY 2015

\$291,080

rec’d in June 2015 (2% increase compared to May 2014)

TRANSIENT OCCUPANCY TAX FOR JUNE 2015

\$282,435

rec’d in July 2015 (1% increase compared to June 2014)

TRANSIENT OCCUPANCY TAX TO DATE through June 2015

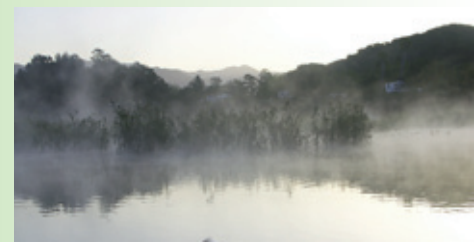
\$1,511,167 (10% increase year over year 2014)

SALES TAX

SALES TAX COLLECTION

**JAN. 1 – MARCH. 31, 2015:
\$452,186**

(2% Increase year over year FY
13-14 and includes the Triple Flip
payment of \$220,126)





ALLISON WALTON CONTINUED FROM PAGE 1

and ranches. Nothing has been frozen and stored beforehand.

Our philosophy is that individuals dine out based on three main factors: the reliability of what you will receive, like knowing you can always get your Beef Wellington; stellar service in the form of a comfortable experience that is proportionate to the price you pay; and the *Je ne sais quoi* that keeps the experience interesting like seasonal specials and the restaurant's ambience. We aim to stay true to these core tenets, and to stay loyal to local growers and suppliers.

OBJ: *Who is your target diner?*

Allison: Families, couples and single people who are looking for a culinary experience rather than a hurried eat-and-run meal. People who want to eat quality food at a fair price, enjoy a cocktail or other custom beverage and anyone who wants to experience a farm-to-table meal made from locally grown ingredients. Our ambience speaks to the classic steakhouse with a rustic feel.

OBJ: *What's the biggest challenge facing your restaurant?*

Allison: Creating enough local support for the restaurant. We believe that using ingredients grown locally to produce high-quality meals will create a "virtuous cycle" that will appeal to the majority of Ojai residents.

We want to keep our business local. Our intention is not to be just another tourist destination restaurant. We see the Ojai's East End as the one place where Ojai can grow, and we are growing with that East End panache.

OBJ: *What sets the East End Restaurant and*

Bar apart from other restaurants in the Ojai Valley?

Allison: Since there is no steak house in Ojai, we're filling that void. We have also carefully considered vegetarians and non-drinkers. Being a farm-to-table restaurant, people can expect to receive tremendous value and an excellent culinary experience when they come to our restaurant. But they shouldn't be in a rush, and they should abandon all notions of what was there before. While the complexity and prices of the dishes will be elevated, we have done our homework, and know we are right in line with the rest of the local businesses.

OBJ: *Is there anything else you'd like to add about The East End Restaurant and Bar that we haven't covered?*

Allison: We want to try to eliminate the waste involved with most take-out packaging. The waste and all the plastic going out the door and into our earth.

We're developing what we call a "sustainable plan" to recycle the pizza stones and pottery dishes we use when we cook certain take-out meals like pizzas and meat pies. This will not be fully developed when we open, but it is our goal.

OBJ: *What would you like readers of this interview to remember about the East End Restaurant and Bar?*

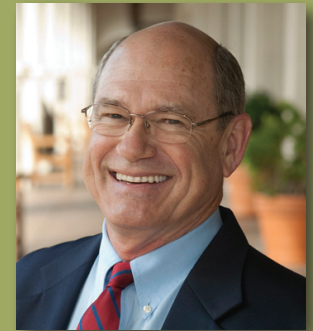
Allison: We would like Ojai residents to see the East End Restaurant and Bar as an extension of their Ojai home and neighborhood. We're offering Ojai a unique and quality culinary experience. Most people would have given up on this project, but we chose to take the long view. We believe in Ojai, its people and land.



CEO'S FILES

Winter 2015

SCOTT EICHER, *Chamber CEO*



New Gas Meters

How High is Your Hedge?

Libbey Bowl Management

Advanced Gas Meters Coming to Town

Earlier this year the Chamber applied for and received a grant from the Southern California Gas Company (SoCalGas) to help with its Advanced Meters Community Outreach and Education Program. In the coming months, we will be sending you information about what these devices are, why they are being installed, how minimal their impacts will be and, how you can opt out if you wish.

The advanced meters will improve customer safety, help save energy and money for customers, increase customer privacy, and benefit the environment.

An Advanced Meter is simply an additional communication device placed on the gas meters you already have in place. The device is a small battery-powered unit that measures the amount of natural gas your household uses in the course of each day and transfers it electronically. That is all it does. Two AA batteries power a radio frequency (450 MHz) burst of information that is only



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CEO'S FILES

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on for a fraction of a second every day, less than two minutes over the course of a year. SoCalGas will know only how much gas you use daily. The company will not know how or when you use gas. The Advanced Meter devices do not communicate with other meters, nor do they communicate with appliances in your home or business. And they cannot turn gas service on or off.

Advanced Meters are making data collection more efficient. They also will allow customers – both residential and commercial – to track their usage on a daily basis. For large commercial users, it could be an opportunity to reduce costs through more prudent consumption.

We will be sharing more information with you over time. If you have questions concerning the implementation of the Advanced Meters, contact SoCalGas at 1-800-427-2200.

Walls, Fences and Hedges

For as far back that anyone can remember, there has been an ordinance concerning the heights of fences, walls and hedges. To be more specific, the ordinance refers primarily with the heights of these three structures as they relate to public safety: how they restrict or impede the vision of oncoming and cross traffic. At intersections governed by stop signs, particularly corners, none of these can be more than three feet high within the front setback. This seems to make perfect sense. That is until you the homeowner, are notified by the City that your wall, fence or hedge is a safety nuisance and must be brought into compliance and reduced to a height of three feet. A short drive around the neighborhoods within four blocks of Ojai Avenue will show you that there aren't many fences and walls much over three feet at any given intersection. However, the number of hedges that are in the six to ten feet height category is substantially greater. A month or so ago, the City of Ojai sent letters to many of these hedge owners telling them to cut their hedges low enough to conform with the ordinance, or steps would be taken. Tuesday evening, November 17, at the City Council meeting, cooler heads prevailed. After hearing many complaints about the ordinance, and how it lumped hedges with fences and walls, the Council decided to make use of an ordinance suggestion from some national association of community traffic controllers and implement the option to mitigate the offending hedges with "alternative safety procedures." These involve moving stop signs and their stop lines to allow greater visibility of oncoming and cross traffic. This will take some time to implement, but it's safe to say that we can continue to enjoy our six foot hedges and the privacy they afford us. You fence and wall owners, well you're on your own.

Libbey Bowl Management Back on the City's Plate

Ever since the City decided to underwrite the pledges that would ultimately pay for the re-construction of Libbey Bowl, the Libbey Bowl Foundation has been working to bring enough entertainment to the bowl to cover the maintenance costs of roughly \$30, - \$40,000 annually. They worked hard at this, but in the end they gave the management mantle back to the city just after the beginning of FY 15–16. Now the City needs to work up a solution. It seemed that they might have had one in hand, but at the November 17 council meeting, after comments from, among others, the Chamber and the Ojai Music Festival, the Council decide to increase the size of their already in-place ad hoc committee and come up with a plan to (a) hire a bowl manager who could book acts, or (b) contract with a promoter to book acts within a certain date time frame on an annual basis, or (c) design a hybrid approach. The Council agreed to add some community stakeholders and the Chamber/Ojai Visitors Bureau would be one of those. Stay tuned for more on this as it happens.



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The Ojai Business Journal is a bi-monthly publication of the Ojai Valley Chamber of Commerce which is solely responsible for its contents. Information for issues should be directed to:

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The East End Restaurant and Bar is located at 914 East Ojai Avenue in Ojai. Hours: Tuesday - Saturday: Serving Lunch 11:30 AM-3PM; Dinner 5:30PM-9PM; and Sunday Brunch 10AM-3PM. Closed Mondays. Reservations accepted via phone: 805-272-8935. See website for menus: www.eastendrestaurantandbar.com; email: eastend914@gmail.com.

HOME-MADE



SEASONAL



FARM TO TABLE



LOCAL



MENU FEATURES



Here is a sampling of The East End Restaurant and Bar's menus.

LUNCH MENU INCLUDES:

bruschetta, crostini, charcuterie, sliders, cheeseburgers, vegetarian burgers, salads, sandwiches, steaks and individual pizzas.

DINNER MENU INCLUDES:

light appetizers, salads, individual pizzas, burgers, meat pies, and entrées like pan-seared chicken breast, bone-in pork chops, New York strip steak, rib eye, filet mignon, Beef Wellington - their signature dish, and a 22oz. Porterhouse steak.

SUNDAY BRUNCH MENU FEATURES:

BLT, full English breakfast, eggs benedict, short rib hash, three-egg omelet, steak and eggs, bottomless mimosas and bloody marys.

DESSERT MENU INCLUDES:

key lime pie, chocolate soufflé, crème brûlée, and a charcuterie selection.

Santa Barbara Community Bank Hires Ale Ortega-Botello



Santa Barbara Community Bank, a division of Ojai Community Bank, is

pleased to announce the appointment of Ale Ortega-Botello as Senior Relationship Manager. In that role, Ms. Ortega-Botello will be responsible for creating new business relationships, finding creative financial solutions and helping customers meet their financial goals. Ortega-Botello has held leadership roles at banking institutions throughout the county during her thirty years of service in the industry.

"Ale's outstanding service and investment in the Santa Barbara community reflect the core values of our Bank," said Eloy Ortega, Santa Barbara Community Bank Market President. "I am confident that her wealth of experience will be a valued addition to our team."

Ms. Ortega-Botello's service to the community extends beyond her professional work. She has volunteered with local organizations such as United Way of Santa Barbara County, Dos Pueblos Little League, the Hispanic Chamber of Commerce, the Alpha

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MARK YOUR CALENDAR

NOVEMBER 2015

Wednesday, November 25

Chamber and Ojai Visitors' Bureau Office closes at Noon will reopen on Monday, November 30th.

Thursday, November 26

Thanksgiving Day! Spend the day with family & friends, giving thanks for both.

Friday & Saturday, November 27 & 28

Black Friday and Holiday Shopping Stroll ... spend these days shopping in & around the valley.

DECEMBER 2015

Wednesday, December 2 & 16

Morning Business Referral Group Meeting

@ Eggs N Potatoes 7:15 AM

Lunch Business Referral Group Meeting

@ Ojai Community Bank, Noon to 1PM

Thursday, December 10

Chamber Board & OVB Meeting

@ Suzanne's Cuisine, Noon; 646-8126

Chamber Christmas Mixer

@Ojai Community Bank, 402 W. Ojai Ave.

5:30-7:00PM

Thursday, December 24 - - Monday, December 28

Chamber Office will close at Noon on Christmas Eve and re-open on Monday, Dec. 28th.

Thursday, December 31

New Year's Eve - Chamber and Ojai Visitors' Bureau Office will close at Noon and re-open on Monday, Jan. 4, 2016



ALE ORTEGA-BOTELLO CONTINUED FROM PAGE 4

Resource Center and the American Heart Association.

"I am so excited to be working with everyone at Santa Barbara Community Bank," said Ms. Ortega-Botello. "Santa Barbara is my hometown and its future is important to me. My new position will allow me to expand my relationships with local families and businesses as they strive for success."

Beyond her role in banking, Ms. Ortega-Botello stays active through fishing, golfing, biking and walking her miniature fox terrier with her husband Jose. She is the proud mother of David and Adrian.



Santa Barbara Community Bank

a division of Ojai Community Bank

About Santa Barbara Community Bank

Santa Barbara Community Bank, a division of Ojai Community Bank, is a wholly owned subsidiary of OCB Bancorp, a locally owned and operated holding company, which was formed in September 2013 as the parent company of Ojai Community Bank. Santa Barbara Community Bank offers a full array of banking products and services to businesses, professionals, individuals and commercial property owners. The Bank is dedicated to providing exceptional personal service and access to banking decision makers. The stock is publicly available under the symbol OJCB.

This release includes forward-looking information, which is subject to the "safe harbor" created by Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act and the Private Securities Litigation Reform Act of 1995. When the Bank uses or incorporates by reference in this release the words "anticipate," "estimate," "expect," "project," "intend," "commit," "believe," and similar expressions, the Company intends to identify forward-looking statements. Our actual results may differ materially from those projected in any forward-looking statements, as they will depend on many factors about which we are unsure, including many factors that are beyond our control.

This statement has not been reviewed, or confirmed for accuracy or relevance by the Federal Deposit Insurance Corporation.



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CHAMBER MIXER

November's Mixer was graciously hosted by Heritage Financial. Pictured at right, Jo Ann Hager, Wanda Martin, Emily Wilson and Hanna Paulsen.

Join us for December's Mixer, at Ojai Community Bank on Thursday, December 10, 5:30 - 7:00PM



Lauren from David Whipple Goldsmith with John Valenzuela

*Happy
Holidays*



Amanda Castro (left) with Katrina Sexton of Ojai Treasures and Michael Angelo of The Day Spa of Ojai



The smiling faces of Pacific Western Bank, (l to r) Susie, Mayra and Shirley



Greg of Greg Rents calls out the winners of the raffle



Misty Volaski of Ojai Valley School with Judy Gabriel of Ojai Community Bank