

MART, continued from Page A1

The ice dispenser on the fountain machine sports a picture of rapper and actor Ice Cube and the store contains numerous superhero references, a holdover from Alonzo's days as a comic book illustrator. The spirit of the shop also influences most of Alonzo's advertising in one way or another.

"Advertising is so boring and can be pretty obnoxious to see everywhere I go. My day needs a good laugh more than it needs a row of signs down River Road telling me who sells Red Bull the cheapest," he said. "I have a sign out front that I should probably use to help sell beer but the thought of it makes me cringe a little. Instead, I just ordered a sign for it that says, 'You should call your Mom today.' It's dumb, but at least it's so dumb that I'll laugh when I drive by and see it. And you really should call your Mom today."

Most of the ideas he pursues to promote the business come on a whim over breakfast. A few hours later he's on the way to the shop with new signage.

The next big event the store has planned is a celebration of Garbage Pail Kids. On Sunday, Oct. 21, Topps Trading Card artists Shawn Cruz and Floyd Sumner will be hanging out from 2 to 5 p.m.

"There will be some original paintings on display that were used to make Garbage Pail Kid cards, lots of unopened packs for sale going all the way back to 1986, and plenty of other gross goodies," Alonzo said.

Alonzo is also planning a



KEIZERTIMES/Eric A. Howald
Ryan Alonzo with a life-size statue of Deadpool, a comic book and movie hero, on display in Keizer Mart.

commercial contest for the local community. Customers and fans will be invited in to make their best Keizer Mart promotional videos with a new line of puppets available in the store or ones of their own making. Even if the videos don't make the cut, creators will get feedback from two high profile judges: Lacey Mason from the Sesame Street Workshop, and award-winning writer/director/actor Alba Garcia-Rivas, who worked on Celebrity Death Match and recently did a puppet-based

project for the Henson family. Check out the Keizer Mart Facebook page for details.

Alonzo's advice for others trying to find their niche in online promotion is relatively simple, but it requires authenticity above all else.

"[Don't] get entirely wrapped up in trying to sell products. Sell an experience instead. And when customers come to your business for the experience they'll walk out the door with your products," he said.

GROW, continued from Page A1

to find a way to work with Salem to expand the shared Urban Growth Boundary (UGB) or seek to separate the boundary through existing processes or legislative intervention. Either scenario is something of a hard sell because Salem has enough available land to accommodate expected growth in both cities for the next 20 years.

While Keizer is technically responsible for providing enough housing to accommodate expected growth, the shared UGB might give it a way out if state officials ever decided to press the matter.

"The shared land supply with Salem means that Keizer is not on the hook to make new lands available," the study concludes.

The 34-page report is chock full of relevant information, some of which has been discussed in previous editions of the Keizertimes. The newest sections include a look at additional burdens Keizer citizens would have to carry or pay for if it pursues a UGB expansion.

WATER, SEWER & STORMWATER

Water systems would need to be expanded into annexed areas and upgrades to current equipment might be required to handle additional volume. Some of this cost could be recouped through system development charges paid by developers, but not all of it.

TRANSPORTATION

Developers would construct new roads through annexed areas, but the city would be required to reimburse them for that portion of development and commit to long-term maintenance. Existing intersections and arterials might also need to be upgraded to support additional traffic.

Another consideration is access to public transit. The areas where Keizer could most easily expand are also relatively remote from the city core, likely on 30-60 minute bus routes. Those costs would be shouldered by Cherriots, which is already competing for limited state and federal funding. Given the prospect of inconvenience, residents in the annexed areas would be more likely to rely on cars and add to existing traffic.

PUBLIC SAFETY

Keizer's police department and fire district would likely feel a strain on services preceding a need for new funding. Additionally, annexed areas would be the furthest from either agency's headquarters. While new property taxes might contribute to paying for additional services, Keizer's low tax rate is not likely to cover the expected need.

SCHOOLS

Funding for schools is provided by the Salem-Keizer School District, but if the Keizer expands to the north, it could mean shifting students who live in south Keizer to North Salem or McKay high schools and other interruptions in the current feeder system.

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4 Facts About the Levy Renewal

KEIZER FIRE DISTRICT LEVY

1. This levy request is a renewal, not a new add on

Passing the Keizer Fire District Levy would renew the funding to support the operating budget of the Keizer Fire District (KFD) with no increase. This is not a request for new funds.

2. Call volume has increased 15.7% in one year

The demand for services in 2017 increased 15.7% in one year. This is a total of 5,419 calls the Keizer Fire District responded to. We did this within 6 minutes 93% of the time. As a result, we are able to save lives, fight fires and respond to a variety of medical situations needing immediate attention.

3. Keizer Fire District had a 45% increase since 2012

Call volume in 2012 was 3,736 calls. In 2017 we had 5,419 calls. That is a 45% increase in the last five years.

4. KFD has proven to be responsible with Tax Dollars

Keizer Fire District has one of the best records for providing critical services at the lowest possible cost to taxpayers. In reports comparing other Fire Departments, Keizer consistently rates as one of the most tax efficient departments in the state.

What are you asking me for?

Oregon Law requires Levies to be renewed every 5 years. We require your approval to maintain current services. This request is a Renewal of the existing Levy. This is not a request for new funds but is required to maintain current levels of Fire District Paramedic Programs.

This advertisement paid for by Keizer Volunteer Firefighters Association. This public information provided by your Keizer Fire Department - For more information, contact Chief Jeff Cowan at the fire district office at 503-390-9111.