



Staging Photos For Your Business Social Media Accounts

Driving new customers to your business is one of the most challenging parts of being in business. Using social media is one important way to entice people into becoming a new or returning customer. However, social media is highly visible. Photos of your products will catch the eye of potential customers. Making an investment in high quality professional photos for your core items makes sense because these photos will be used for years to come.

But getting professional photos of each and every product can be expensive and time consuming. How can you keep your social media feed fresh on your own? Snap photos yourself! Sound daunting? Try these five tips to make the process a little easier.

1. Clean your lens. If you are taking photos with your smartphone, use a soft cloth to gently wipe any debris or oils from the lens. If your lens is damaged in any way, consider borrowing a phone or camera.
2. Try a tripod. While your hands might seem steady, adding an inexpensive tripod to your photo taking plans will allow you to ensure stable photos.
3. Take more photos than you need. While you're taking photos, the more the merrier. Try different angles and lighting, add other products alongside the central product.
4. Lighting. Natural daylight is the best for most products, but if you are debuting a new product in Michigan in the months of December, January, February or even early March, opt for artificial light. Use a desk lamp with an adjustable neck, or even try aiming a flashlight with a wide beam at different angles to highlight your products in the best light.
5. Avoid zooming. While it may seem contrary to taking close up shots of your product, a heavy zoom on a product reduces quality. Instead, bring your camera closer.

Need more ideas for how to improve your photos? Drop Andrea Bitely a line at abitely@retailers.com

Andrea Bitely, MRA Vice President of Communications and Marketing of Michigan Retailers Association and provided the above information for the Michigan Retailer magazine.

DDA Business Spotlight

Are you celebrating a business anniversary, sales event, or hosting an in-house program? Contact the DDA office to have your business highlighted in the Newsletter Spotlight section of an upcoming edition. For more information, call (616) 527-1420 or email the information to: lcurtis@ci.ionia.mi.us

Ionia Downtown Development Authority

2023 Board of Directors

Mike Kirgis, Chairperson
John Krueger, Vice Chairperson
Margot Cook, Secretary
Precia Garland, City Manager
Dave Cook
Paul Edds
Paul Lentz
Ben Weller
Ryan Wilson

Contact Information

Director: Linda Curtis
Office: 203 W Main Street
(east of Ionia Theatre)
Mail: P.O. Box 496
Ionia, MI 48846
Phone: (616) 527-1420
lcurtis@ci.ionia.mi.us
www.ci.ionia.mi.us

If you have an interest in serving on the DDA Board of Directors, an application can be accessed on the City of Ionia website.

2023 Meeting Schedule

Regularly scheduled meetings of the DDA are held on the third Wednesday of each month at 8:00AM at City Hall located at 114 North Kidd Street. The public is welcome to attend.

March 15th
April 19th
May 17th
June 21st
July 19th
August 16th
September 20th
October 18th
November 15th
December 20th

Upcoming Special Events

Memorial Day Parade

Monday, May 29th

Ionia Cruisin' Classic Car Show

Saturday, June 3rd

Cow Pie Classic

Michigan Gravel Series Bike Race

Saturday, June 10th

Ionia Fireworks Display

Thursday, June 29th with a rain date of Friday, July 7th

Ionia Free Fair

July 13th - 22nd, 2023
(Thursday, July 13th is a preview night opening at 5pm with limited midway, concessions and exhibits)

Street Closure Requests

If you have an upcoming event or special activity that may require street closures, use of barricades or planned use of the Fred Meijer Grand River Valley Trail system, you must complete the proper application forms and receive prior approval. If you are planning a construction project that includes placing equipment, trailers or dumpsters in the downtown district, a permit must be submitted for the same. Each require a certificate of liability insurance. We also request all applications / permits be submitted 60 days in advance of the actual event or start of project. For more information, contact the DDA office at (616) 527-1420.

Sidewalk Snow Removal

With the winter months upon us, please keep the sidewalk areas along your business storefront and exits clear of snow and ice. **All** entrances and exits must be clear of snow for easy access. Shoppers may avoid your business if an icy sidewalk restricts their safety. When clearing your parking areas, please do not pile snow in front of the dumpster enclosures or any drive entrances and / or exits.

WION I-1430 Radio

Tune into WION 1430 AM or at 92.7 FM Radio for the latest weather and school closings reports this upcoming spring season. Streaming is courtesy of the Ionia Area Chamber of Commerce and City of Ionia. Special thanks to owner Jim Carlyle for continuing our local coverage.



The Brook

Retirement Communities

Veteran's Benefits Seminar

March 6th, 2023
at 2:30pm

Hosted by:
Pattie Breas
Ionia County
Veterans Officer

102 Rindlehaven Commons
Portland, MI 48875

Downtown Vintage Opening Soon

Downtown Vintage will be opening soon! Located at 221 West Main Street, the retail shop will feature beautifully repurposed and used furniture, collectibles, décor, and more. If you are currently a new or existing business seeking additional booth space, please contact Jennifer for vendor information as space is available within Downtown Vintage. Join us as we welcome Jennifer Loudenbeck and Downtown Vintage to our downtown as she is relocating her business from the mid-Michigan area. To speak with Jennifer regarding inventory or vendor booth information, please call (989) 289-5854.



Lunch & Movie Matinee!

Join us for good food, friends, and a special St. Pat's Day celebration

Thursday, March 9

Come for lunch at 11:30am at the ICCOA
and join us after for the 1968 musical
fantasy film **"FINIAN'S RAINBOW"**
(with Fred Astaire and Petula Clark)
at the historic IONIA THEATRE at 1:30PM.

ICCOA Senior Center: 115 Hudson St, IONIA MI 48846.

Please RSVP for MEAL by NOON on MONDAY, MARCH 6.

*MEAL is for seniors and their caregivers only.
Call (616) 527-5365. MOVIE is open to ALL AGES!*



MOVIE LUNCHEON MENU:

ICCOA's famous
"BAKED POTATO BAR"
Featuring yummy baked
potatoes & delicious toppings,
plus fresh salad fixins'.

Suggested donation of \$3 for meal. Movie ticket is additional,
to be purchased at Ionia Theatre box office, 205 W. Main St.,
IONIA MI 48846. Box office phone: (616) 527-3860.

Hosted by Ionia County Commission on Aging and the Ionia Theatre

