



Sip and Shape Seaforth
Seaforth Golf Club
May 19, 2026
7:00p.m. – 9:00p.m.

Attendees:

Members: Rebecca Enter (Enter Designs), Patti Hendriks (Primitive Creek), Kate Cronin (Cronin Physiotherapy), Pete Klaver (Commercial Hotel Apartments and various other downtown buildings), Deb Eastman (Commercial Hotel Apartments and various other downtown buildings), Jo-Anne Kuntz (Seaforth Artisan Emporium), Bob Brost (Daddio's Barbershop), Cathy Elliot (Seaforth Community Development Trust), John Inkratas (10-12 Main Street South), Carolanne Doig (Seaforth Golf Course) and Tracey McKee (Sills Home Hardware).

Directors: Shelly Stanley, Maureen Agar, Shannon Craig, Bevin Witmer, Randy Nixon, Justin Phelan, Kelly Miller, Bob Fisher and Anette Scarrow.

Others present: Taralyn Cronin (Huron East Economic Development Officer) and Kylie Price (Huron East Administrative Student).

Overview:

Property and business owners from the Seaforth BIA District gathered for an evening of networking, collaboration and community visioning. T. Cronin facilitated a S.W.O.T. Analysis and small-group discussions to collect feedback and ideas from members, helping to identify future initiatives and inform the ongoing development of the downtown.

S.W.O.T. Analysis

Strengths	Weaknesses
• Clean • Friendly • Heritage and architecture • Sense of community • Easy to navigate • Main highway • Snow removal • Unique stores • Lots of necessities • 3 financial institutions • All amenities and services • Good variety of sports • Parks • Service clubs • Deep roots • Willingness to help	• Not enough parking spaces • Parking is sloped • Merchant parking • Tenant parking • Timing of intersection light • Lack of coffee shops • Non-enforcement of by-laws • Empty buildings • Lack of employment recruitment • Lack of walking trails • Lack of succession planning • Policing (no notification of scams or community watch program) • Lack of welcome packages for business owners and residents • Awareness of small business support • Lack of knowing what is happening in the community (residents and business owners)

Opportunities	Threats
• Dog grooming business • Clothing and thrift store • Building connections • More services (health resource centre) • More franchise models • Heritage resources (grants, loans, knowledge) • Electronic board/posters • Monthly newsletter • Sharing event flyers • BIA Shop to Win	• Commercial vacancies • Lack of employment opportunities • Youth retention • No education past elementary • Lack of accommodations • Aging population • Limited certified staff (more \$\$ in bigger centres) • Amazon and online shopping • No truck stop

Breakout Theme Discussions

* Voted for Immediate Action

** Voted more than once for immediate action

Events and Community Animation	Business Attraction and Retention
• Sidewalk Sales • Online Survey to ask what community members would support * • Local participation of residents • Food! • Music in the downtown • Moonlight Madness • Signage, what does Seaforth offer • Kids free events • Personal connection (who are business owners?) • More involvement with the Centenaries (Advertising businesses during games) • Pamphlets at car shows to support our local community • Festivals ** • Coordinated events (bake/flower sales)	• Affordable housing/living • Clean windows/doors • Attracting more retail * • Local support to town business • Labour investment • Succession planning • Knowledgeable staff • Customer service • Employment opportunities and housing for young families • High school support • Updated storefronts * • Training for business management • More restaurants • Attracting services not currently in town ** • Senior shuttle * • Housing • Students in Seaforth being directed to co-ops in Seaforth specifically

Physical Enhancements and Beautification	Marketing and Promotion	Organization and Leadership
• Parking beautification and signage * • Town Pride • Nature • More colour * • Perpendicular signs • Walking path from the arena to the optimist park and back to the arena • Lighting streets • Victorian awnings • Grants for building upkeep	• Main Street bulletin board * • Business monthly email/newsletter and informational social media posts • Free support and education for businesses • Another nighttime event like ladies night • Banner on top of website • 2-sided bulletin listing businesses in town • Cross business support * • Go to events where targeted audience is	• Clear communication of the mandate of BIA for business to fully embrace • Does the community/businesses know what the BIA does * • Youth • Awards and recognition* • Collaboration between businesses ** • Support those in leadership roles • Open businesses after 5 once a month • New people on BIA Committee