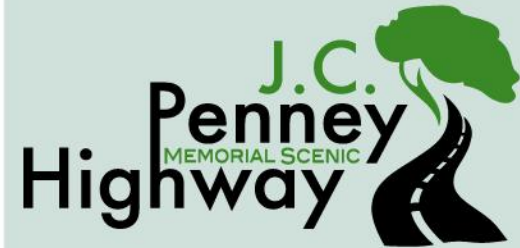


# Highway Highlights

January 2013  
VOLUME #5



## FIRST COAST OUTER BELTWAY CONNECTING PENNEY FARMS

Commissioner Doug Conkey, 2012 Chair of the Tourist Development Council, and newly elected, President of the Clay County Chamber of Commerce. Conkey discussed the economic impacts.



### Engineer Morgan County

A crowd of over 200 listened with great interest as Morgan County, FDOT consulting engineer, showed them where the First Coast Outer Beltway is projected to cross S.R. 16 near Penney Farms. The diamond style interchange will be located 2-3 miles outside of the town limits and at some distance from the tree canopied J.C. Penney Memorial Scenic Highway. Although the beltway will not affect the immediate community directly, it will certainly provide employment opportunities both on the highway construction and at proposed manufacturing companies and businesses in nearby Green Cove Springs, Lake Asbury and elsewhere in the area. Many seniors chuckled when they heard that the completion date for the entire project is 2035! However, Morgan assured residents that they will still get to experience the benefit of quicker access to routes 10 and 75N in just a few years. Mr. County was joined, at the podium, during question time by



### Commissioner Doug Conkey

This educational event was successful popular and introduced a new group of participants to the scenic highway.



### Section of the crowd in attendance

It is our hope to repeat programs of this type in the future.



### COMING SOON

### 2013 ANTIQUE APPRAISAL

We will repeat this very popular fundraiser on Saturday March 9, 12:00 noon – 4:00p.m. This year the event will be **BIGGER & BETTER**; the venue larger & additional appraisers on hand. Mark your calendar; look out these family heirlooms; dust off that old painting; dig out the garage sale treasures and join us at Barrows Hall, 4385 Wilbank Ave, Penney Farms on March 9<sup>th</sup> for a fun afternoon. In addition to a group of expert “generalists” to assist you there will be specialists in ancient & modern art; Asian art & artifacts, glass & china; jewelry; stamps & coins; Americana & Civil War. Please limit sets of items to 1 or 2 pieces and coins / stamps to that very special specimen or sheet/set. **PLEASE, NO GUNS.** Items will be appraised for \$5 each with a limit of 3 per person. Once again we must thank our friends at Avonlea Antique Mall, Jacksonville for giving generously of their time to make this a keynote event of our fund-raising year. All proceeds benefit the J. C. Penney Memorial Scenic Highway, INC

Other events that day include a book sale, model railroad exhibit, resale shop & points of interest. Call Cathie at 904-529 or 529-9078 for details.



## Member Drive Underway

A vigorous 2013 member drive has begun with the goal of a 50% increase in active participants by April 2014. In order to accomplish this ambitious goal, the CME will encourage all scenic highway partner groups to have representation at the quarterly meetings and encourage that member or employee to take an active part on a committee or work at a special event during the year. No dues are required to be a fully active member of the group but contributions to support the preservation and enhancement of the Corridor are appreciated and encouraged. Make your New Year resolution today and get more involved with scenic highway projects and support the goals.



### SPECIAL COMMITTEE TO UPDATE CORRIDOR ACTION PLAN

A small group will review the corridor action plan through 2013 and determine which issues have been successfully addressed and which must have special attention in the 2013-2014 fiscal year, beginning in April 2013. A report will be brought to the April 11, Annual Meeting. A revised Corridor Action Plan for 2013-2015 will also be presented for member approval, at that time.

*"Coming together is a beginning; keeping together is a process; working together is success" --- Henry Ford*

### 3<sup>RD</sup> ANNUAL MEETING

The April Annual Meeting of the J.C. Penney Memorial Scenic Highway is set for Thursday, April 11<sup>th</sup> at 7p.m. It will be held in the Commons Building at Penney Retirement Community and all members, partners and friends are encouraged to attend. In addition to an exciting speaker and mystery guest there will be an opportunity to select the activities for 2013-2014 and volunteer your skills for one or more events. Following the short business meeting & presentation, gather in the coffee shop for dessert and fellowship. This is your scenic highway. Protect, preserve and enhance it by being involved in future decisions. Onward to year #4!

**Calling all vendors!**

With the coming of Spring our thoughts turn to fresh fruit and vegetables. Penney Farms residents and neighbors who live on or travel our S.R. 16 corridor are in need of a Farmer's Market offering a selection of garden fresh goodies; lush fruits, in season; preserves and any other farmers market related items. After a study of neighboring communities it has been decided to target Friday afternoons beginning in mid March. For more information call Cathie at 904-529-1496



### CORRIDOR MANAGEMENT PLAN UPDATE DUE BY FEB. 2015

This may seem far in the future but it will come up fast. The Scenic Highway Advisory Committee (SHAC) has made suggestions to strengthen our plan. We need your ideas. If you would like to join the committee that will begin meetings in the Fall of 2013, let Cathie know. Call 904-529-1496.

### GRANT RECEIVED FROM PRC ARTS AND CRAFTS DEPARTMENT

A grant of \$500 received from Arts and Crafts has allowed the CME to purchase a glass counter-style cabinet where historic documents and artifacts related to Mr. Penney's tenure and investment in Clay County will be displayed. This is the first step in the journey to create a small historical museum and drop-in visitor center. Our most sincere thanks is extended to the members of the Arts and Crafts Department. This is an example of partnership at work!

### FOLLOWING UP ON YOUR IDEAS

At the Fall Workshop several ideas were offered for activities and programs that would raise awareness about the J.C. Penney Memorial Scenic Highway. These included service projects; tourist development; targeted audience programs; fund-raisers; community gatherings; one big event that will become our **signature annual happening!**

This is a big assignment but we are working on it and joining hands with our partners in order to share.



### Upcoming Events

March 9,	Antique Appraisal
March-April,	Farmers Market
April 11,	3 <sup>rd</sup> Annual Meeting
May 04	Clay Community Band
May TBA	Young Artists Recital

Watch this section, in April, for Summer / Fall event listings with times and locations.

### LET'S GO GEO-CACHING

Check in at [www.geocaching.com](http://www.geocaching.com) - select J.C. Penney Memorial Scenic Highway & hit play. Load the kids in the car and spend a fun afternoon finding caches. Remember to sign the log to record visitor count. Happy trails!