

**William Bartram Scenic & Historic Highway
Corridor Management Group
General Meeting Minutes January 23, 2025**

The meeting was called to order at 6:37pm and adjourned at 7:58pm.

Introductions: Al Abbatiello, Mellisa Brunz, Luis Caballero, Ann-Marie Evans, Janet Joiner, Joe McAnarney, Angie McFarland, Mike Palozzi (virtual attendance).

Administrative

Everyone in attendance introduced themselves. Invites to the next meeting will go out to all members in the future as well as to about 120 emails that are on file. Dues are currently due.

Minutes

By motion, approval of the November and January minutes will be moved to the February meeting. Al made the motion, Melissa seconded followed by a unanimous vote.

Treasurers Report

Treasurer's Report reflected a balance of \$7,671.25.

Al discussed the benefit of being part of the Non-Profit Center of Jacksonville and the ability to fundraise by selling Jaguar tickets. Melissa will reach out to a recruiter that she is familiar with.

Committee Reports

Membership

The group discussed needing a chair to head up a membership committee. Angie recommended sending an email out to encourage membership as well as to introduce Joe as the new Chair. The group agreed and Mike offered to review the letter prior to distribution. Notice of the change in Chair should go into the Creekline circular as well.

An invite should go to Friends of the Library for next month's meeting.

Annual fees were discussed, no resolution on what to charge and/or to discount for seniors, families, etc.

Melissa recommended bringing a presentation to schools about the scenic highway with materials to go home with students. Joe will initiate a meeting with School Board Chair, Beverly Slough to discuss possible presentations regarding the scenic highway in schools.

We discussed possibly reaching out to neighborhoods along County Road 13. This could be done through HOAs and/or by finding the names of people concerned about development along CR13.

Discussion ensued as to how we can partner with the library, specifically the Bartram Trail Branch. We discussed a billboard on an easel in the entry of the library as well as an exhibit on the wall in the main portion of the library. The Ormond Beach Library has an exhibit and was presented by Mike as an example.

Melissa brought up the possibility of an event at the library with prizes. The library is part of the master plan for the scenic highway.

Melissa relayed that acrylic signs were made by Woodland Manufacturing that use the logo and are durable that we may want to use in other areas.

Communications, Website/Social Media

Dreamhost is currently hosting our website on a pro-bono basis. CF Media originally produced the website. The consensus is that the original website was very rich in quality and that we would like to work to return the website to that quality. Angie relayed that once we have the website improved, documents, maps, etc. could be added. Melissa will reach out to Dreamhost. Angie is handling Facebook and Mike has prepared Facebook posts that could be used. A “Go Fund Me” is currently running on the FB page.

Ann-Marie will post the next general meeting information on Nextdoor.

Planning

Bartram Trail Library has a fantastic copy of the masterplan. Joe had a meeting with the St. Johns County Grant Coordinator, Adam Tecler. Adam was very impressed with the plan and felt that the masterplan already includes the vision and other elements that potential funders want to see. Luis brought a copy of the St. Augustine Recorder which outlines grant opportunities. We need to have a five and ten year plan to implement all of the items from the master plan.

For 2025, members agreed that they would like to see flowers planted near the Julington Creek Bridge. Angie already initiated contact with the Department of Transportation but has not received a response. She will send a follow up email. There are 2 areas on DOT property designated for the flowerbeds. Mike suggested emailing Amy Roberson to see if we can coordinate the flowerbeds.

Joe discussed the scenic highway marker from the A1A and we discussed the possibility of getting something for our area. We would need to obtain a permit from DOT and the county would need to agree to maintain.

The tab on the St. Johns County website links to incorrect documents; Angie is emailing the county requesting corrections.

Joe discussed the \$200k investment that the county already made in the master plan. Al suggested getting on the Board of County Commission agenda. There was consensus. Joe agreed to prepare a PowerPoint and will contact the county for dates.

Al mentioned the Tower Group (Committee) as a potential funding source as well for future projects. He has tried in the past.

Local Matters Affecting WBS & HH

Switzerland Community Center

The Northeast Homebuilder's Association are building a community center. Joe will meet with Davis Construction. The concern is to ensure that this will be a community facility and not limited to just one group. The group would also like to know what the building will look like to ensure it is in keeping with the character of the community.

FDOT

Joe discussed the current D classification which allows for thousands of cars on SR13. Capacity under the D classification suggests that the road is at 72% capacity. Joe discussed that a C classification would more closely align with the County's Comprehensive plan provision to maintain this section of SR 13 as rural and scenic. The C classification would provide for hundreds, not thousands of vehicles. Joe and Al will make an appointment to talk with Commissioner Joseph. Joe will compose a letter to FDOT as well as to the commissioners to encourage the C classification. It may be prudent to invite the Metropolitan Planning Organization to a meeting.

This section of SR 13 is constrained meaning it can never be wider than 2 lanes. Mike suggested that we may ask Amy Roberson to request a traffic study. The prior traffic study indicated that Roberts Road be expanded to 4 lanes, Racetrack to 8 lanes and the Julington Creek Bridge to 8 lanes.

FSHP Updates

Annual Report is done and submitted.

State Workshop will be February 25-26-27, 2025.

AARP is offering a free grant training session to non profits.

Public Comments

NONE

Next meeting will be February 20, 2025