



Jay Brooks Huff Jr

September 18, 1963 - October 11, 2025

Jay Brooks Huff Jr., beloved husband, brother, friend, and music aficionado, passed away peacefully on October 11, 2025, in Matthews, North Carolina. He was 62.

Born in Donelson, Tennessee, on September 18, 1963, Jay was adopted as an infant by Frances and Jay Huff, who gave him a life filled with love, creativity, and warmth. Alongside his sister Aurelia Baker, Jay grew up a curious and spirited child—always in motion, always exploring. His rocking horse was his first stage, and from there, he galloped into a life of passion and connection.

Jay's teenage years were marked by a search for belonging, often found in the company of friends and the comforting embrace of home. He cherished the moments spent with his mother—listening to her play piano, savoring her soulful cooking, and admiring her vivid paintings and family portraits. Her artistry shaped his appreciation for beauty and legacy.

Music was Jay's compass. After college, he spent over three decades traveling the country and the world to hear his favorite bands. He wasn't just a fan—he was a fixture in the music community, a taper in the early days, often spotted in the pit with his mic stand, capturing the magic. He shared his love of music freely, turning strangers into friends and concerts into communion.

His collection of rock memorabilia was more than a hobby—it was a living archive of joy, connection, and memory.

Jay's generosity extended beyond the stage. As the owner of Sunshine Daydreams, a beloved retail store in Charlotte for over 20 years, he became a beacon of kindness. He offered credit to those in need, gave food and money to the homeless, and lent a listening ear to anyone who walked through his door. Many discovered their favorite band—or their own voice—thanks to Jay.

A proud Brother of Pi Kappa Phi, Jay lived by the principles of loyalty, service, and brotherhood. He wore his blue and gold with honor and held his fraternity bonds close throughout his life.

Jay met his soulmate, Jennifer Huff, in college. Their friendship blossomed into a love story that spanned nearly two decades. Together, they shared the road, the music, and a life built on laughter, devotion, and shared dreams.

Jay is survived by his loving wife Jennifer Huff; his sister and brother-in-law, Aurelia and Randy Baker; his cousins; and his extended family through Jennifer. His absence leaves a profound silence, but his spirit echoes in every song, every memory, and every heart he touched.

He was a gentle giant with a booming voice, a generous soul, and a heart that beat in rhythm with the world around him. Jay will be deeply missed by his family, friends, and the music community he so dearly loved.

“May the four winds blow you safely home.”

Tribute Wall

DD

“ *David Drennon lit a candle in memory of Jay Huff* ”



David Drennon - January 03 at 02:08 AM

DD

“As you know. I met Brooks many, many years ago. He was the poster/art buyer for Infinity's End in Charlotte NC. I'm an artist and we crossed paths there. I used to get my Clove Cigarettes there as well. I used to love those things when they real. That was before the United States banned the sale of them along w/ all flavored cigarettes. The Indonesian Manufacturers kept the same packaging and turned them into cigars which I hated. I no longer smoke. Anyway, Brooks started purchasing my signed lithographs wholesale for the store in the late 90's. His favorites were the 4 Seasons of Phish and Zappa. Sometimes, they'd throw some clove cartons into the deal. Lol.

Brooks later opened up his own store, Sunshine Daydream, on Davidson Street in Charlotte. I'd stop there when passing through Charlotte. He'd restock, we'd chat and listen to music together that he had collected. Real memorable one was Steve Morse of the Dixie Dregs. Kansas and Deep Purple performing the Mahavishnu Orchestra's Trilogy. The master John McLaughlin was the original guitarist. I was really impressed. I think about Brooks when I listen to that song. Brooks loved that store. It was his passion. He exemplified his love of art and music through his store. He created the layout, displays an vibe. I enjoyed stopping there and visiting. Our conversations were interesting to say the least. We often ran across each other at shows we both loved to attend. He loved Phish so much.

He fell romantically in love with Jen and they married. Jen and I formally met at their home. I stopped there to do a large wholesale order and shared some of my T Shirts from the 1980's with him for his personal collection.

After marrying Jen, Brooks had made major achievements in getting his health on the right path. He lost an impressive amount of weight. He had found a happiness and there was an even greater "glow" emanating from him. He was moving so much better and looked so happy.

Unfortunately, since 2017 my ability to travel was greatly reduced due to my mom's failing health. I became mom's primary caretaker. My trips to Charlotte became less frequent and I didn't get to see Brooks much those final years. Apparently his health and my mom's were diminishing simultaneously. I didn't know that Brook's health had become that compromised. I was struggling to keep my mom healthy. I was shocked to hear he was hospitalized and I got the feeling through the call that things weren't good.

*I will always remember Brooks for his support of my art, his loving heart, his voice (no one I know sounds like him), our conversations and shared love of music and the arts. He always shared a form of happiness. Much more positive and optimistic than myself which definitely helped me brighten my day when we crossed paths. He will be remembered and loved throughout my remaining years I just wish we could have shared more time. He will be missed. -----
David Drennon*

David Drennon - January 03 at 01:58 AM

LD

“ *So sorry for your loss. I didn't know Brooks well but the beautiful obituary gave me some insight into his life and made me wish I had known him better.*

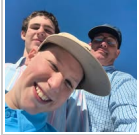
Lynn Dermott - October 17, 2025 at 08:32 AM

JH

Thank you very much, Lynn.

Jennifer

Jennifer Huff - October 27, 2025 at 12:30 PM



“ We had some great times and I think this photo from NYE 2006 says it all. Thank you for your friendship. Joy! ❤️



Kevin Altamura - October 15, 2025 at 09:54 PM

JH

Thanks, Kev. Great memories.

Jennifer Huff - October 27, 2025 at 12:32 PM

AB

“ Brooks was the best of us, the Godfather. I have always had a deep respect and admiration for him, and so has everyone I know that knew him. He was so special to so many people. Here's to a full and happy life. May he find himself in a place where the show goes on every night.

Alan Bass - October 15, 2025 at 05:02 PM

JH

Thank you, Alan.

Jennifer Huff - October 27, 2025 at 12:33 PM

JK

“ I did not know Jay well, but he was a fan of my art and sold paintings and prints of my work at Sunshine Daydreams for many years. He was always professional and courteous in our dealings, and most often, funny and real. He built Sunshine Daydreams into a NoDa institution and I think most of us felt the loss when it closed for good. I'm so sorry to hear of 'Brooks', as I knew him, passing and my condolences to friends and family. Hopefully there's a Grateful Dead station on heaven's radio.

Jerry Kirk - October 15, 2025 at 04:41 PM

JH

Thank you, Jerry. Your art will be on the wall for many years to come. Great memories of the NODA years.

Jennifer Huff - October 27, 2025 at 12:34 PM