

Fan Council

7-15-17

The meeting was held in the Creative Studio at NHMS on Friday, July 15th, 2017. 18 fan council members were in attendance and we had an excellent collaborative and passionate discussion. David McGrath, Bill Quigley, Steve Markos and Kristen Lestock represented NHMS.

We started with a recap of the September meeting and the conversations and successes from our first two meetings. We have already come a long way and have a great opportunity with excellent ideas to continue to build a great experience for the NHMS guests. We were happy to see Steve Lauckner after he had a cardiac incident shortly after move in, kudos to the NHMS team for their quick response.

We built the agenda with Fan Council suggestions and broke it down into 10 categories: September Move, Camping, Tickets, Event, Fan Fun, Infrastructure, Business Building, Fan Council, Marketing and JR's retirement. We didn't get through all the sections but all of the suggestions that were sent prior to the meeting are included in our fan council notes at the Speedway.

We spent the majority of the time on the September move, Camping, Events, and Business Building.

Bill Q recapped welcomed the Fan Council and recapped the year, it was a busy one. Council comments from last year that had movement/success: Haulers are back, new campground and earlier opening of VIP camping, More driver appearances and Q&A's, Trackside Live Stage, First Time Fan welcome with welcome in the new NHMS information and engagement booth, race memories—addition of the Museum is incredible. Council comments that we are still working on: Morning Workouts, Grandstand Space

Fan Council selection for 2018 will retain half the council by draw from a hat, we will open up new seats for the other half after the September Race to continue to bring in fresh ideas.

Business Building with the departure of the September Event was the first subject. David addressed the council with his heartfelt, "this was a gut punch, but its business and we are going to build new events, and use the facility to create new engagement both race based and non-race based here at NHMS. We have a great team, great facility and are poised to great things" The council appreciated his candor and got into an engaged discussion about the future. Ideas include:

1. Drone Racing League
2. Jack O Lantern Spectacular to accompany Extreme Chunkin
3. Craft Beer Festival with Music and Food trucks
4. Having 50/50s on race weekend.
5. Bacon and Brew Festival
6. Getting cars to schools to build the younger fan. We were able to update the council on the efforts of Danielle Cyr and the Speeding to Read program with Brennan Poole visiting the winner this year.
7. Street Stock races 7-10 laps with Brewery support from local breweries

8. Modified Race to replace the September 2018 race
9. Trucks for September as one council member thinks the first races was here at NHMS. Do a bring 'em home throwback race, combine it with K&N

The next topic of discussion was Camping. These we know are our most ardent fans.

1. Issues that were brought up. Water delivery. With over 3,000 campers arriving with dry tanks what will it take to fill them upon arrival? Waiting at the site is not efficient. Discussion centered on getting a tank that fills campers on their way in as none of our guests would drive their campers full.
2. After hours vendors for campground. There is much movement around the campground after the races, some vendors could do well servicing our residential crowd
3. Grocery store pop up shop. This could go along with campground community pavilions and finding local farmers that may want to set up in the campground.
4. Flea market vendors in the campground.
5. Some kind of camping pop up shop with the departure of Camping World. It was one of the biggest discussions that guests have come to expect the ability to shop on property. If Camping World does not see the value, should we reach out to a jobber in NH that supplies camp stores and run it through SMIP
6. Info bags for campers arriving on property for water and pump outs. This was all included in our new camping book instead of the thousands of pieces of paper put into the bag. The new Camper Guidebook will be updated with changes for the September Race
7. More Camping and Ticket package options.
8. Larger and more Tent space that can be reserved for campers

Facility Ideas

1. More Changing stations and some for dads. More family bathrooms so that mom doesn't have to take a son into the ladies room or a Dad take his daughter into the mens room
2. Breast feeding stations
3. TVs under the grandstands so you can shop/buy food without missing the race
4. More POS, as many people don't carry cash anymore
5. Handicapped showers in the FW Webb bath house are not reachable for some. Have to rework the shower head so that it is easier to access
6. Smoking policy under the grandstand. Needs to be reworked. Vaping needs to be included. There were stories of disguised vaping in
7. Can we come up with a campers dog park
8. "Roaming Tickets" The ability to change seats at the end of a stage. Could be same row, same seat but a different grandstand giving Fans the ability to watch the race from all perspectives.

Events

1. Great reaction to the autograph signings. We need more
2. Bingo night, awesome. Need prizes for kids
3. BBQ Bash for \$20 bucks like they did in Dover. Cost included food, dessert, and unlimited water and soda
4. Hauler parade down 106?
5. Add marching bands to the hauler parade
6. Add a CARnival to the Race weekend—Make the carnival racing themed
7. Kids Race Week Camp-Starting Monday and going through hauler parade. Camp would allow kids to explore different parts of the track, make friends, and learn about NASCAR
8. Partner with HASBRO to develop an experience for kids. RI based

David updated the council on the widening of 106 and night racing at the speedway. The widening will happen in spring 2018 and we could do lights tomorrow. But we can't start a race after 7:29.

At the September meeting we will draw 10 names from a hat that will remain on the council for 2018 and we will start the process to pick 10 new members for next year.

We ended the meeting with a Hot Pass drawing, cold passes for the rest. All members got an embroidered Fan Council shirt and passes to the museum.