



Congrats to David Martus and wife....they are pregnant – this will be their first!!

Conference Call
8/2/07 @ 7PM EST

**Participating
Board Members**

Alma Vance
Beverly Ramsey
Chris Huddleston
David Riel
David Martus
Debbie Lamb
Gloria Flucks
James McDonough
Joe Ruch
Larry Funderbuck
Lisa Whiteside
Lorna Ivey
Louis Urschel
Danny Payte
Scott Holdren
Scott Wisemandle
Stanley Taylor
Talyor Vaughn

**Participating
BMS Staff**

Jeff Byrd
Wayne Estes
Stacy Fine
Ben Trout

Opening Comments by Jeff Byrd, President and General Manager of BMS

- We receive great ideas from our fans. For example, the track redesign was because the fans wanted more side by side racing. So, we started this project holding our breath; however, our engineers hit a homerun with the design and execution of this project.
- BMS really appreciates those that are participating in this group!
- Can't wait to see you all in a couple of weeks.

Q/A Session with Jeff

James M: Will you ever consider switching the front to the back?

Jeff: Probably not..due to the TV cables being on the front stretch. TV determines a lot at our track.

Stanley T: Will you be doing track laps again?

Claudia (Jeff's Wife and Director of Speedway Children's Charities): SCC will be doing Richard Petty Driving Experience on Thursday and a Fun Walk on Saturday. *Brochure with all SCC events attached

Danny P: Have you ever considered having a truck race with the spring event?

Jeff: We haven't really discussed it – Wayne Estes and Kevin Triplett will look into this suggestion. We have thought about moving the truck race to Thursday night instead of Wednesday in the fall...but we are still reviewing options.

Larry F: Just wanted to comment that BMS is ahead of the rest! If you compared SMI tracks to ISC tracks, they don't even come close.

Jeff: We appreciate that – we work for you (the fans). You sign our paychecks!

BMS Update:

- Experiences a weird summer – NHRA event was rescheduled and 75% of our Dragway season was shifted or canceled, so we were involved in every aspect of the situation and was very tied up.
- Weeks with no activity since both tracks (roundtrack and dragway) were under construction; however, now that everything is up and running we have had event after event at both locations.

General Comments:

Scott W: August at Bristol is a HOT TIME...can we get cool misters.

Wayne: We have them on property – if you can't find them just ask the Guest Services staff

Danny: I see a lot of folks parking in the disabled parking areas that shouldn't be there. Are there more plans to enforce or harden the policies?

Wayne: I understand your concern, but we don't feel we should ask our fans about their disability. So, we decided to use the established placard rules set by the state. Fans receive a handicap placard by state or reserved wheelchair seat they receive handicap parking.

Beverly R: There has to be changes in the shuttles. When the shuttles stop to pick up fans, there is mad rush to get on and people push folks out of the way. The worst location is across from American Campground.

Wayne: We installed handrails in the spring and move some tram stop locations; however, we have more work to do. We need to develop an enter and exit cue line.

Lorna I: I have not received my handicap credentials yet.

Wayne: Ben will email me your contact information and I will follow-up with you. They should be mailed this week.

Danny P: Also, you can call Becky Fulwider – she has been my contact in the past.

Mission Statement:

The Bristol Motor Speedway Fan Advisory Board is a group of loyal fans who provide feedback and new ideas to aid in the growth and development of the Speedway and its ability to exceed expectations by developing the ultimate experience.

Publication Survey:

NEWSLETTER

David M: What if the tickets are in someone else's name, how can I get the newsletter?

Ben: We need to have a way to subscribe for non-ticket holders as well.

Larry F: Need to include a more detailed schedule of the event.

Ben: The schedule is in there...may need to identify more on the website.

David R: Needs more information. I understand that the newsletter is an expensive piece to print but I would like to see more racing news, track history, etc.

Ben: Would you be interested in a downloadable file – PDF? YES – use the website more than the newsletter

FAN GUIDE (A-Z GUIDE)

Beverly R: I am surprised that more folks don't know about them.

Ben: We need to have more signage and people actually handing them out and not just waiting for people to ask for them.

Stacy: We could put a holder of fan guides at each tram stop so when people are waiting they can pick one up. Also, give each tram and golf cart a supply to handout to fans when giving rides.

PROGRAMS

David R: My seats are in turn 3 – if you don't get a program before you go into the speedway you don't get one.

Ben: There should be someone selling inside that location – Ben will follow-up on this.

Ben: We need to communicate the program deals better – Fans can purchase the program by itself or in a combo.

Danny P: Can we get them in advance so we don't have to carry them around and risk messing them up?

Ben: You can purchase them through the website.

EMAIL BLASTS

The High Banker contains very useful information and up-to-date schedules, traffic, etc to the fans. You have to subscribe on our website to receive the email. Please spread the word on the message board for fans to sign up.

OTHER:

Can fans watch the haulers loading into the track?

Ben: You can – Gate 10 after 9pm (near turn 3)

What does a hot pass mean?

Ben: Hot passes are issued by NASCAR and mostly used by teams, crew, media, sponsors, etc.

Why not have 300 laps for the Busch race in the fall?

Ben: It's mostly because the race is a night race. Most fans drive in, so there would be a lot of traffic late at night/early morning.

What are the dates in the spring 2008?

Jeff: They are in negotiation right now – NASCAR has mentioned earlier March – Bruton is handling this. We do have the same weekend in August. We would like to have 2 night races but our hands are tied.

Need to make survey easier to respond to – online maybe.

AUGUST DETAILS:

It looks like Saturday morning will be our best bet to meet. Ben will ask the board later in the week.

Ambassadors for the Speedway --- We are going to supply you with business cards that you can fill in your name. While you are here and interacting with fans, pass them out and encourage them to give us/you feedback.

You will also have survey cards – PLEASE don't feel obligated to pass them out but if you see an opportunity to share with a fan please do so.

END OF CALL

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