



**CHELSEA  
PITCH  
OWNERS**

## **MINUTES OF CPO MEETING 23 February 2024**

### **In Attendance:**

Chris Isitt  
Mark Eyre  
Ginette Gower  
Miriam Greenwood  
Paul Bufton  
Sean Jones  
Etienne Trevayne (observing)

### **Apologies:**

Harry Richards

### **Minutes**

#### **1. "Living Will"**

GG will update the Living Will and will circulate it.

#### **2. Directors:**

PB has been registered at Companies House.  
HR will be registered shortly.

ET was then elected to the Board by unanimous vote of those attending.

#### **3. Minutes of Previous Meeting**

Save that the word "notional" was amended to "potential", the minutes were approved and adopted.

#### **4. Chairman's Report**

The Chairman's report was tabled and approved.

Share sales are a little behind last year.

£61,000 will be repaid against the loan from the Club.

AGM Costs: It was noted that the costs of the AGM represent a significant proportion of the annual turnover.

Stoll Campaign: The Board has received a letter from the Stoll Campaign. We have sent a message of empathy to the campaign. We would not want to see anyone made homeless and we hope that Stoll will do the right thing.

## **5. Marketing**

GG Report received.

- Comms have taken on responsibility for signed shares.
- 2 people involved; one for each of the two squads.
- The contact for the women's team is the player co-ordinator
- New approach to signed shares: do not invite purchasers to specify a player. There will be specific limited edition shares for the most popular.
- Pitch presentation – the process has been modified in the light of our representations to the Club albeit that it still occurs well before the match.
- Directors are encouraged to forward marketing ideas to GG.
- The planned player event has been postponed but will need to take place before 31 July 2024.

## **6. Finance**

CI has now provided ID details to Computershare.

Computershare should produce a better register for us.

ME will ask auditors whether we need to scan and store applications for shares.

We have repaid £61k to CFC this year

We have £60k on deposit at 4.5%.

The money is in two tranches. The first £30k has its investment period expire in March, the second in June.

There is £36k in the client account.

Surplus: £47k

We should consider purchasing a second Zettel machine to enable sale of shares at events.

## **7. AGM Feedback**

The Board noted feedback re AGM.

Aim to have an advocate for CPO within the team itself

CI to go on Stamford Chidge's podcast.