



CPO Board Meeting Minutes – Friday 16 August 2024 at Stamford Bridge

Attendance: CI, ME, MG, GG, PB

Apologies from SJ, HR, and ET

All points from last meeting covered in the Agenda.

CI confirmed that the Club had been approached to cover certain CPO costs. This request was being reviewed by the Club.

The CPO is continuing to have good engagement with the Club on a number of matters, including but not limited to the signing of share certificates, pitch presentations on match days and an opportunity to attend open training at Cobham. The CPO values the continuity of contact.

Chairman's Report update:

Question to Chris Norwood if £8K can be accrued into 2025 to pay for the rescheduled event. Mark confirmed some profit from last CPO lunch came into 2024.

Auction house collected all money from sale at the lunch. CPO plan to reuse the same organisation for any future events. November too soon for an event hence March 2025 date.

FAB survey sent by CI to rest of Board for their participation.

First edition of ezine issued 15 Aug – editorial highlights new buyers had a legal obligation to redevelop Stamford Bridge.

CI to contact Lisa Nandy – Minister for Sport and Culture – for an update on the new government's position and provide input into fan ownership.

Marketing update:

2024-25 Pitch presentation dates confirmed. 23 sold. Everton game is already down to one remaining space.

Michael supportive of the process. Shareholders to be allowed to stay on pitch for warm up. No player guarantee. Preference from CPO for injured first team players rather than unknown / junior members of the squad

No shares sold in August which was disappointing.

Three Shareholder trips to Cobham for training experience for this season. First on 30th Aug – too short notice for existing list. Ginette to attend on plus two shareholders to evaluate the opportunity. Price £400 per person plus a share – first come/ first served to be promoted to existing shareholders via email blast and socials

Social performance question – are we appealing to a different/ younger demo? Call to action key to drive organic growth. Potential for promoted growth in future.

Update from Harry/ Etienne in subgroup with Ginette and Paul before October board meeting.

A request to our administration for breakdown of ages of shareholders 2023-4 vs 2024-5 to see whether we are making progress in moving the purchaser demographic to a younger cohort.

Computershare experience not positive to date. Such a poor level of responsiveness that Ginette submitted an official complaint. Not live until early 2025. Action to write to Chairman to highlight our concerns to board and CEO. Initially seemed happy to work with CPO but still pending signature of the agreement.

[Post meeting Ginette has received an update on progress which appears to be more positive

Finance Update:

End of year £80K deposited in a cash account earning interest at 4% per annum. £57K held in cash on account.

Mark has complained to HSBC re Safeguarding process. Poor customer service. Needed information from Harry, Etienne and Paul. Pending Etienne's feedback [now received].

Scan physical copies of paperwork. Carol recommendation of small business that can handle the transfer of information.

Adobe software to harvest data from emails. Investigate cost of license?

Living Will (a document detailing CPO activities and processes) has been updated by Ginette and will now be shared with others on the Board. This partly refers to relevant content on the website. Social media team also to add processes and passwords.

Merchandising update:

Chris and Paul updated the Board on the latest progress including product lines.

Currently finalising the CPO patch for use on garments with Pogo.

Plan to offer three colourways – blue, white, black – for most lines to start with on the ecomm site.

Add a ladies gilet to the line plan.

Explore brand protection for the CPO logo.

When the line is finished, Pogo will create the site and we can link via the CPO page on the CFC site.

AOB:

To organise - social update in subgroup.

CPO event planned for next March – gaming, street food, auction.

PB to enquire on Xbox/ PS contacts/ participation.

Club has abandoned the digital season ticket programme.

Next meeting Friday October 4 time and venue TBA.