

Introduction

This meeting is part of a series scheduled for 2013 and 2014 that will take place on a quarterly basis between Everton FC, represented by Chief Executive Robert Elstone and supported by selected colleagues. The Association is to be represented by the Chairman, John Blain, and representatives of the Shareholders' Association Executive Committee.

For this meeting Mr Elstone was supported by Alan Myers the Everton FC Communications Director. John Blain attended with Hon. Secretary James Asquith and Executive Committee Members Tony Heslop.

Summary

The meeting took place in Mr Elstone's office at Goodison Park and was initially scheduled to last for 60 minutes but lasted around 90 minutes.

EFCSA Annual General Meeting Update

John Blain provided a brief overview of the recent General Meeting of the Shareholders' Association.

Proposed Timing of the 2014 Annual General Meeting

Mr Elstone explained that the process to change the Articles of Association had commenced with the Club's Solicitors having been briefed. He is hopefully that the proposed changes can be placed before the Board within the next month and subsequently a Postal Ballot of all Shareholders.

The Company Accounts are being validated by the Auditors and are expected to be published by the end of October.

Mr Elstone confirmed no discussions have yet taken place to determine the date of the 2014 AGM.

Club position on the FSF "20's Plenty" Campaign

We talked about this only briefly before the general debate around ticket pricing and the Premier League Away Fans Initiative took over.

However, Mr. Elstone, having recently attended a Chairman / CEO Meeting of the Premier League (PL) Clubs did suggest that he thought it unlikely that Clubs would vote to allow the PL to influence pricing. During the PL meeting Mr. Elstone requested an analysis of ticket pricing be done as he understood that a number of clubs, including Everton, may already have ticket prices on or close to the proposed £20.

Club position on the Premier League Initiative designed to improve the experience of Everton away supporters.

Mr Elstone explained the rationale behind the Premier League Away Fans Initiative. In short this is intended to improve the away supporter experience and at its heart is a desire to increase the number of fans attending away matches.

Mr Elstone said that Everton already had a number of ideas of how to improve the experience of both Everton fans travelling away and those of fans inbound to Goodison Park. He noted that Everton consistently sold out our away allocation (15 of the 19 away league games last season, the four when we didn't sell-out being, Newcastle,

Man Utd, Southampton and QPR which took place on a Monday, Sunday or Wednesday) and so the focus of the club would be on the games likely to be least attended and inbound fans.

In response to a query Mr Elstone said that the Away Allocation of tickets is typically 3,000 or 10% of attendance whichever is the lower although it can be varied for segregation purposes.

He also explained that the Fans Forum had been requested to provide their views on the matter.

AOB

Tony Heslop queried if the Association was still required to provide a list of named attendees to proposed Forums and Mr Elstone confirmed that this wasn't necessary. Additionally Tony requested support for seeking the attendance of Club staff at the Associations' Annual Dinner in remembrance of Dave Hickson. Mr Elstone said he would do what he could.

Next Meeting and Actions

The next meeting is scheduled to take place at Goodison Park at 10am on December 13th 2013