



*His Majesty's  
10<sup>th</sup> Regiment of Foot  
in America, Inc.*

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A Board of Directors meeting was held on Thursday, April 7, 2016, at the Munroe Tavern in Lexington, Massachusetts.

The following Board Members were present:

- Don Hagist, Chairman
- Robert Falotico, President and Officer Commanding
- Shaun Timberlake, Treasurer and Paymaster
- Paul O'Shaughnessy, At Large
- Jim O'Brien, Old Sturbridge Village (OSV)

The meeting was called to order at 19:11 hours by Mr. Falotico who distributed an Agenda for the Meeting with the following topics:

- Review of January 2016 meeting minutes
- Financial Report – 2015 Filings
- Continued discussion of enhancing brand value
  - Recruiting Meeting at March Drill
  - Lexington Minuteman Press Ads
  - Meet the 10<sup>th</sup>: Saturday, April 23, Lexington Green & Depot
- 50<sup>th</sup> Anniversary planning
- General discussion / next meeting

Discussions on each topic included the following:

Review of January 2016 meeting minutes

Mr. Falotico distributed copies of the minutes from the previous Board meeting held on January 14, 2016. Everyone agreed that the minutes were correct. Mr. Falotico then made a motion to accept the January 2016 minutes as is. Mr. Timberlake seconded the motion. All members passed the motion unanimously. The minutes will be posted on the 10<sup>th</sup> Website.

Financial report

Mr. Timberlake distributed the financial report for the Regiment. Everything seemed to be in order as the Regiment appears to be financially strong and had just over \$6,200 in the bank to end the 1<sup>st</sup> Quarter of 2016. Also, Mr. Timberlake explained the IRS Form 990 that the Regiment is required to submit to the Federal government, the Commonwealth of

Massachusetts and the State of New Hampshire. Since no one had any questions on the filing, Mr. Timberlake motioned to accept and file the Form 990 to the various agencies. Mr. Hagist seconded the motion. The motion passed unanimously.

Mr. O'Shaughnessy, who also serves as the Regiment's Quartermaster, noted that the Regiment has about 2-3 coats worth of Regimental lace. He also noted that the remaining source of Regimental is requiring a large run for an order, which would cost roughly \$2,200. Mr. O'Shaughnessy that the Regiment could get by trying to salvage lace from unusable coats. Mr. Hagist suggested getting plain white Serjeants lace and then having a blue stripe stitched into it. This would imitate the Regimental lace that is currently in use. Mr. O'Shaughnessy said he would look into that option.

#### Continued discussion of enhancing brand value

Mr. Hagist attended the March Drill at the Lexington Armory to train an initial group of 5 members of the 10<sup>th</sup> to be recruiting leads. The topics that Mr. Hagist discussed are attached at the end of these minutes as "Exhibit 1". The idea behind this class was to train the best recruiters who are current members in the hopes that they would train the other Regimental members in becoming "brand ambassadors". As "brand ambassadors", the membership should attract and keep members with a clear and consistent message. The attending members had positive reviews concerning the class and seem encouraged about the new messaging. Follow-up with these initial 5 members and continued education of these messaging points will be done by the Regimental Command Staff.

Mr. Falotico reported on Grenadier Serjeant Rob Lee's efforts to advertise and promote the 10<sup>th</sup>'s upcoming events in April: Battle Road and Tower Park (4/16), Jason Russell House and March to Barrett's Farm (4/17), the events and parades in Lexington and Concord (4/18) and a "Meet the 10<sup>th</sup>" day with the assistance of Regimental Chaplain Scott Williams (4/23). The ads that Mr. Lee has taken out include print ads with the *Lexington Minuteman* and online ads through *WickedLocal* media, which runs the local area newspapers.

Mr. Falotico stated that the Regiment, through Grenadier Private Justin Murray, is coordinating with the Town of Littleton, MA, to put on an event on 7/16/2016 about the world of a British soldier, which will include other 18<sup>th</sup> century information other than "reenactments". As of now, the firing of muskets is still uncertain due to some concerns with the Town.

Mr. Falotico also listed some other upcoming "outreach" programs that the Regiment has coming up:

1. The Lexington Chamber of Commerce's "A Revolutionary Walk with History" on 6/25/2016 to help promote tourism and local business in Lexington.
2. Regimental "50 for 50" t-shirt contest is ongoing where members submit a t-shirt design for the members of the Regiment to wear.
3. Continuing efforts to help the Lexington Historical Society with some of its summer programs.

#### 50th Anniversary planning

Mr. Falotico reminded the group that Mr. Amsterdam will lead a small committee to plan a 50<sup>th</sup> Anniversary Reunion for the Regiment with past and current members. No other updates were available at this time.

The discussion turned to Recruiting and Retention initiatives, possibly a “big event”. Mr. Falotico suggested that the Regiment travel to the United Kingdom for an event there (as Mr. Hagist noted that his regiment the 22<sup>nd</sup> Foot has members in the UK, while Mr. O’Shaughnessy recalled that the UK-based 37<sup>th</sup> Foot has come to the US for events in the past). Mr. Hagist also suggested something big for the 2018 season that could be local and “once in a lifetime” in order to draw people to and keep them in the Regiment through 2018.

The other Board Members suggested some other ideas for further investigation:

- From Mr. Hagist: a large Battle Road event, sail from Quebec to Boston to reenact the 10<sup>th</sup>’s arrival in 1774;
- From Mr. O’Brien: cruise from Boston to Bermuda, perhaps a reunion cruise to draw back alumni;
- From Mr. O’Shaughnessy: some event with the Freedom Trail in Boston, an event with Old South Meeting House, encamping on Boston Common, or a combination of all 3.

Mr. Falotico asked that each Board member suggest three events for further investigation and discussion at the next Board of Directors meeting.

General discussion / next meeting

Mr. O’Shaughnessy informed the group that the refitting of Light Infantry coats is complete. He also suggested that some of the used coats that are in inventory need to be retired for various reasons.

It was decided that the next Board meeting will be held at Monroe Tavern on 7/21/2016 at 19:00 hours. Mr. Timberlake made a motion to adjourn the meeting; Mr. Falotico seconded the motion. The motion carried by unanimous vote.

The meeting was adjourned at 20:49 hours.

Dated July 17, 2016

Attest:  
Board of Directors

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### **Becoming a Brand Ambassador**

Settle upon coherent, concise information that all members should be versed in, to present a unified and favorable impression to the public

Think about how the 10th should be perceived, and make sure everyone presents it that way

Make sure everyone is well-versed in key points that "sell" the organization

Don't mock the spectators

How to respond when people inquire about the organization and the hobby

How to represent the organization and the hobby

### **Why is it a great hobby?**

Social organization

Inclusive: all ages, male and female

Travel: organization, packing, navigating, seeing new places

Camping

Pageantry, education, commemoration

Educational – history and heritage

Skills: maintenance of cloth, leather, metal; safety (heat, insects, fire, firearms, blades)

Teamwork

Physically active organization

### **What distinguishes the 10th Regiment from others in the hobby?**

Heritage: one of the first reenactment organizations, still going strong

Accessibility: quartermaster system means you don't have to make or procure everything yourself

Inclusive: no restrictions on who can portray what role - but this doesn't mean that it's right for everyone; members must be a good fit, capable of doing what the regiment does

Regional: members are not spread out all over the country

### **What about guns?**

Firearms are only a small part of the overall living history experience. We teach safe and responsible handling of arms and ammunition. We have never had an accident, and strive to maintain that perfect record. We take no stance on modern political issues, but believe that education and training contribute to safety and responsibility.

### **Are you supporting or representing "the enemy"?**

The political issues that led to the American Revolution were just as complex and controversial as those of today. To fully understand history, it is important to see all sides of the issues; this helps us to think critically about modern issues. Today, America's place in the world is similar to Great Britain's in the 1770s, so we learn a lot by understanding Britain's stance.