



*His Majesty's
10th Regiment of Foot
in America, Inc.*

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A Board of Directors meeting was held on Thursday October 29, 2015 at The Munroe Tavern in Lexington, Massachusetts.

The following Board Members were present:

- Don Hagist, Chairman
- Robert Falotico, Officer Commanding
- Shaun Timberlake, Paymaster
- Paul O'Shaughnessy, At large
- Jim O'Brien, Old Sturbridge Village
- Susan Bennett, Lexington Historical Society

The meeting was called to Order at 1905 hours by Robert Falotico who distributed an Agenda for the Meeting with the following topics:

- Review of Summary Standing Orders
- Update – Uniform and Accoutrements Committee
- Financial Report and Sales tax
- Enhancing Brand Value
- 50th Anniversary Planning

Discussions on each topic included the following:

Review of Summary Standing Orders

Susan Bennett prepared a summary of the revised Standing orders to serve as an overview document for recruits that would summarize the Regiments mission, and expectations and responsibilities of members. Several additional edits were suggested. Susan revised the document again and it is ready for posting on the Regimental website.

Update – Uniform and Accoutrements Committee

Paul O'Shaughnessy gave an update on progress with new Light Infantry coats, weapons maintenance and further research regarding the 10th's military authenticity. Additional

research is being conducted and will be communicated in the near future. Quarter-mastering supplies are in good order, plenty of wool for additional uniform upgrades that are in progress with several of the Light Infantry coats and waistcoats.

Financial Report and Sales Tax

Shaun Timberlake distributed the latest financial report. The Regiment remains in stable financial order, with levy payments up to date, and an Event Fund with several thousand dollars available to help sponsor future events, such as the planned expanded Battle Road weekend in 2016.

Enhancing Brand Value

The Board discussed additional ideas on how the Regiment might increase its visibility and further attract new members while also working to retain existing members and increase their participation.

A number of messaging ideas were discussed by Don Hagist focusing on “Why the 10th is Special”. Thoughts included the following:

- Our Reputation – The 10th is one of the Original British Reenacting units, but we are not Old Fashioned
- We should consider using a “catchy” slogan – “The Original X - Men”
- We are a Regional New England unit and we serve to educate the local and Regional Community
- We are an Inclusive Unit, Families are welcome, both Men and Women are in our ranks
- We are an Accessible Unit – Members do not have to make equipment or uniforms on their own

Further discussions focused on improving our communication with Social Media tools, constantly communicating beyond just our current members, and modernizing our Logo / Cypher for media communications to attract a wider age range of potential members.

To work on retention and improved participation of current members Susan Bennett suggested we consider providing special recognition in the form of access to Historical sites in the area, a “VIP” tour of the Parker’s Revenge site, etc. to members whose attendance exceeds expectations, and those who consistently step up to take on projects for the Regiment.

Susan also suggested the 10th work with the Lexington Historical Society to host a Summer Camp for high school students interested in local Colonial Era history as another means to increase the Regiments visibility and access to potential recruits. This idea was well received and will be further discussed for potential implementation in the summer of 2016.

50th Anniversary Planning

The Board discussed ideas to incorporate special events tied to the Regiments upcoming 50th Anniversary in 2018. The idea of having a Reunion with current and past members was

discussed as well as pursuing corporate sponsorship associated with the 10th appearing at special corporate meeting and business events.

More on this to follow.

Closing Discussions

Don Hagist mentioned that he is looking for an ‘intern” to assist with research he is doing. The Regiment committed to communicate this to our members and see if there is any interest.

It was mentioned that the 10th's Annual Holiday Party and Meeting will be Saturday December 19, 2015 at the Lexington Depot starting at 6:30 PM. All Board members were invited to attend.

The next meeting date was scheduled for January 14, 2016, at Munroe Tavern starting at 7:00 PM.

By unanimous vote the meeting was adjourned at 9:10 PM.

Dated December 9, 2015

Attest:
Board of Directors

