



*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, January 14, 2016, at the Munroe Tavern in Lexington, Massachusetts.

The following Board Members were present:

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

The meeting was called to order at 19:07 hours by Mr. Falotico who distributed an Agenda for the Meeting with the following topics:

- Review of October 2015 meeting minutes
- Vote on adoption of Summary Standing Orders
- Financial report
- Continued discussion of enhancing brand value
- 50<sup>th</sup> Anniversary planning
- General discussion / next meeting

Discussions on each topic included the following:

Review of October 2015 meeting minutes

Mr. Falotico distributed copies of the minutes from the previous Board meeting held on October 29, 2015. All agreed that the minutes were correct. Mr. Falotico then made a motion to accept the October 2015 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.

Vote on adoption of Summary Standing Orders

Mr. Falotico distributed copies of the Summary Standing Orders that Board Member Susan Bennett compiled in 2015. After comments from Mr. Hagist and Mr. O'Shaughnessy, it was decided to ensure that the Board of Directors not write or rewrite Standing Orders, but rather guide the Regimental Command Staff in adopting sensible Standing Orders and provide a concise summary for new members to learn about the Regiment's Standing Orders.

All were satisfied with the discussion which allowed Mr. Falotico to submit a motion that the Summary Standing Orders be accepted. Mr. Hagist seconded the motion. The motion was accepted unanimously. The Summary Standing Orders will be posted on the 10<sup>th</sup> Website.

#### Financial report

Mr. Timberlake distributed the financial report for the Regiment. All seemed to be in order as the Regiment appears to be financially strong and had just over \$6,000 in the bank to finish off 2015. Mr. O'Shaughnessy noted that this was important as Regiment was heading in to its historically lean time of year where income is almost non-existent until the April parade money starts to come in. Mr. O'Shaughnessy, who also serves as the Regiment's Quartermaster, noted that he has no knowledge of needing anything in the near future. Mr. Hagist suggested getting the members of the Regiment involved in artificing and making some items that have become scarce in the marketplace; he also noted that it would be historically accurate to have soldiers make and repair items. Mr. O'Brien stated that his trades people at OSV could possibly teach members of the 10<sup>th</sup> in period-correct artificing since his people are trained in period-correct manufacturing and also could assist in sourcing scarce wares and raw materials. Mr. Timberlake closed the discussion with the explanation that the Regiment has no choice but to start charging sales tax on certain items in accordance with Massachusetts Sales/Use Tax laws.

#### Continued discussion of enhancing brand value

Mr. Falotico stated that the Regiment, through Grenadier Private Justin Murray, is coordinating with the Town of Littleton, MA, to put on an event over the summer of 2016 about being a British soldier, although, because of some questions from the town, the use of muskets is still uncertain. Mr. Hagist suggested that the Regiment focus on 18<sup>th</sup> century life rather than soldiering and drilling. Mr. Falotico also mentioned that the Regiment is looking to help the Lexington Historical Society with summer programs at Munroe Tavern.

Mr. Hagist brought up messaging in order to attract and keep members, and that the best recruiters are current members. Mr. Hagist stated that the membership should be "brand ambassadors" to promote the Regiment, and has agreed to put together a class and will appear at the February Drill to train an initial group of 5 members of the 10<sup>th</sup> to be recruiting leads, with the objective that these initial 5 would then train additional groups of members of the regiment in best practices for recruiting and communicating info about the 10<sup>th</sup> to the general public at events..

It was noted by Mr. O'Brien that "elite" is our selling point; therefore, enforcement of drill, appearance and attention to detail need to be emphasized to keep that elite status among the members.

Mr. Hagist led a discussion on leveraging social media and the Regiment's website and email lists to attract and retain members and people interested in what we're doing. Ideally, we'd have one person or small group responsible for these things. Mr. Amsterdam said that he would be able to head up communications with past members. Mr. O'Brien noted that we should utilize YouTube as part of any electronic media outreach.

As part of member retention initiatives, Mr. Amsterdam made the case for Company Corporals to phone their sections rather than relying on email or text. It gives more immediate results

and answers and gives the Corporals a chance to peak with their members to alleviate issues quicker, get more immediate feedback after events, and remind their members of the next event.

50th Anniversary planning

Mr. Falotico discussed the idea of a book to commemorate the recreated 10<sup>th</sup> Regiment since its inception. The idea would be to document stories and what happened from various members and alumni.

Mr. Amsterdam will lead a small committee to plan a 50<sup>th</sup> Anniversary Reunion for the Regiment with past and current members.

General discussion / next meeting

Mr. O'Shaughnessy gave a brief update about having members bring things to Drills for minor repairs and adjustments. He also noted some issues that were touted as "safety" issues at the British Brigade level that could negatively impact retention. After a brief discussion, it was agreed that the Regiment just continue what it has always done and not let these issues permeate the Regimental Command Staff and ultimately the rank and file. It was also noted that the Regimental Command Staff needs to guard against being reactionary in front of the membership, especially at British Brigade events, so to not create morale issues or diminish the value for attending such events.

A future Board meeting was not set. Due to the time, Mr. O'Shaughnessy made a motion to adjourn the meeting; Mr. Falotico seconded the motion. The motion carried by unanimous vote.

The meeting was adjourned at 20:46 hours.

Dated February 19, 2016

Attest:  
Board of Directors

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