

## Rebranding ACC

### **Introduction**

The following is a transcript of the Manager's Report at the Board meeting of August 19, 2024, and a subsequent email from the General Manager dated August 19, 2024, completely contradicting his original report. We want to remind the General Manager and the Board that, as stated in the 8/29/24 email, **any expense would have to be voted on and approved by our community.**

### **Manager's Report-8.19.24 Board Meeting**

George Torres: *We are in the process of rebranding, so when it comes to the apparels and so forth, the logo that we see on the carpet, the logo has been with us for a long time I think and I think now it's time for us to usher in a new era when it comes to rebranding, getting something that's more updated, cleaner. Looks great and something that we can be proud of. So we are at stage 1. The rebranding and Stage 1 consists of pretty much doing some graphic design work on the local selecting colors and so forth. When we have our top four logos, our top four colors and so forth we'll present them. And that's it for the general management report. Any questions?*

Rick Wright: *Thank you, George. Good job.*

### **Manager's Email-8.29.24**

*It has been brought to my attention that an unreliable source has stated that management and our Board of Directors are spending thousands of dollars on rebranding. As the General Manager, I am going on record to say that there has not been a single penny spent on any form of rebranding, and any expense would have to be voted on and approved by our community.*

*I am asking anyone who hears a rumor to consider the source. In our last Board meeting, I suggested that we consider rebranding and bringing our Community into an "updated", fresh look. However, a well-established brand is considered to have accrued significant equity over time, including brand recognition, customer loyalty and market reputation. Rebranding risks diluting or even erasing this equity if not executed thoughtfully. So, with this said, I assure you that nothing will be decided on or put into motion without following the guidelines we have in place.*

*If you continue to hear rumors, please don't hesitate to ask yourself, "What is the resource passing on this information?" Then, come directly to the source, which is your General Manager. I will gladly answer your questions and provide clarity where things might be cloudy as people have other agendas. I am here to serve with a genuine desire to make our community an amazing place you can be proud of.*

*Respectfully,*

*George Torres*

*General Manager*

### **Conclusion**

On August 23, 2024, Bill & Donna Hucker received a certificate recognizing their service to ACC. This certificate displayed the new logo. It appears that on that date the rebranding effort was still underway. If you continue to hear rumors about the rebranding of the logo, go directly to the General Manager and ask him if the homeowners will vote on and approve any logo change before it is implemented.