



# President's Message

**By now, you've probably heard.  
WE'RE CHANGING OUR NAME!**

Thanks to the 948 members who responded to our July Rebranding Survey, we have a clear vision for the future. In case you missed the previous Membership Notice, an overwhelming 83.6% of survey participants voted YES to our Rebranding Committee's recommendation to change our name to "Tellico Village Residents Association". This change more accurately describes our members and Tellico Village community. Thank you for taking the time to provide us with your opinion. Your voice does make a difference.

I'd also like to take this opportunity to address some of the comments we received and provide you with some information you may not already be aware of.

**Survey participant's comment:** *"Renters are residents. Renters shouldn't get to vote."*

- Residents at Premier Residents, the Tellico Village Independent Living facility, are considered long-term renters and are required to pay monthly POA assessments. These individuals have full voting rights just like Tellico Village home & property owners.
- Our Bylaws were updated several years ago to welcome and encourage these individuals to become active members of our community and organization.

**Survey participant's comment:** *"The expense to rebrand outweighs the benefits."*

- Since initiating this project, our team has held off replenishing inventory to minimize our expenses. Additionally, we have reevaluated our needs and eliminated numerous branded products to further reduce costs.
- While there are some costs associated with this change, we believe this investment in our future will help us to engage more residents and strengthen our organization.

**Survey participant's comment:** *"I would have voted yes if the "V" was included in the logo."*

- We heard you! Our board had lengthy discussions on this feedback. Since our formal name will be, "Tellico Village Residents Association, Inc.", we believe changing the logo from "TRA" to "TVRA" more accurately reflects our new name and reduces the risks of confusion.

We received many comments, but these three reflect the majority opinion. We hope this, along with our previous explanations, clarifies the Board's decision to proceed with the changes.

Before our August Social, we'll hold a brief Special Meeting for a member vote on the proposed Bylaw changes shared on July 23rd. Afterward, join us for our August Social featuring guest speaker Karen Hammerslag from Adopt-A-Class. Please bring student and teacher supply donations—each donation earns an extra door prize raffle ticket! Please see the handy list of needed items later in the newsletter.

Save the date: On August 22 at 4 PM, we're hosting the State of Loudon County open village meeting at the Yacht Club. All residents are welcome. See Program VP Lavonne Mitchell's article in this month's newsletter for more details.

With only five more months in the year, it's time to begin planning for 2026. Our nominating committee is actively seeking members for various positions. If you are interested in making a difference in your community, please consider becoming a member of our team. I truly believe our organization provides great value to our members and Tellico Village residents. To learn more, contact me at [President@hoatelicovillage.com](mailto:President@hoatelicovillage.com)

***Thank you for your continued support!***

***Linda***