

Managing Misinformation: Annexation Goes Awry

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OCTOBER 22-25

ICMA 2017

SAN ANTONIO

103RD ANNUAL CONFERENCE • BEXAR COUNTY



Located just north of Austin

Population: 72,000

About 25 sq. mi.

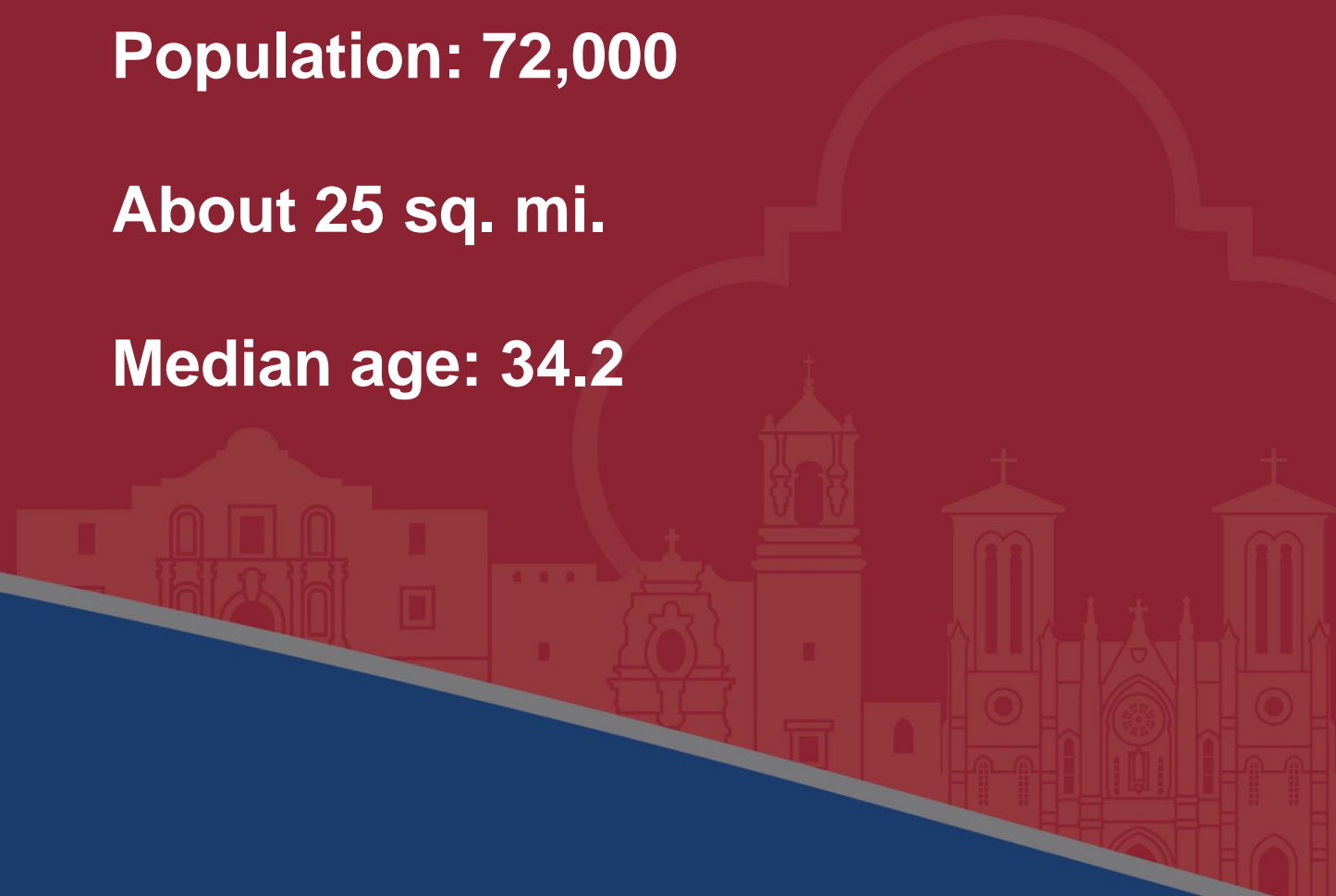
Median age: 34.2

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An Annexation Story



An Annexation Story



An Annexation Story



An Annexation Story



Scaled to account for
social media.

**Our taxes will
skyrocket!**

Thx but nay.



#NIMBY!

**This is
confusing!**



An Annexation Story

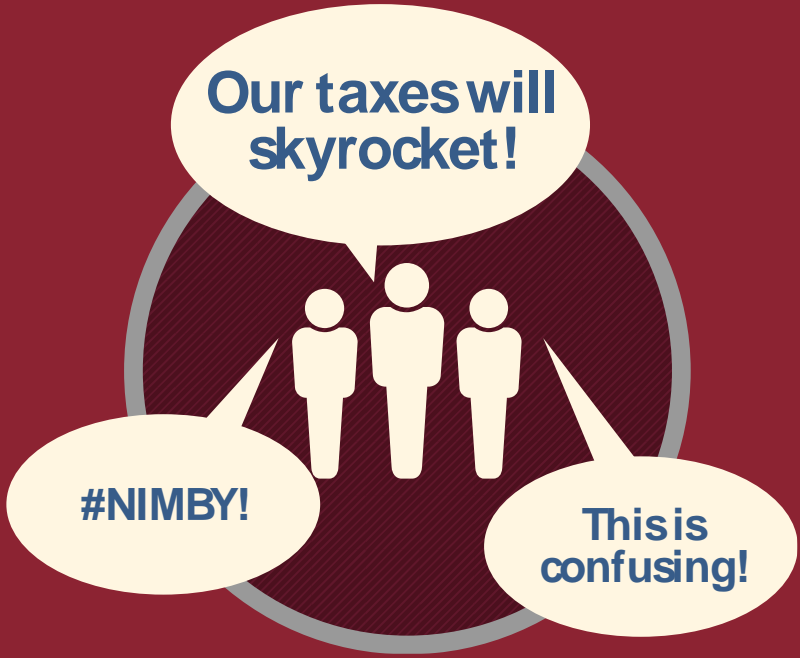


In *Response*

- Public meetings
- One-on-one meetings
- E-mails & calls



An Annexation Story



Lessons Learned

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**Communicate early /
over communicate
rather than
under communicate**

Lessons Learned



**Communicate early /
over communicate
rather than
under communicate**



Listen

**Scaled to account for
social media.**



**Communicate early /
over communicate
rather than
under communicate**



Listen

Lessons Learned



**Communicate early /
over communicate
rather than
under communicate**



Listen



**Be the bearer of your
own bad news**

Lessons Learned

Relationships matter!

... But with the lessons learned ...

NETFLIX

ADAM SANDLER as
THE CITY OF CEDAR PARK

DAVID SPADE as
THE RESIDENTS WHO WANTED
TO BE ANNEXED

THE DO-OVER



... But with the lessons learned ...

The End.

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