



113th Annual Conference and Exhibition
October 29–31, 2025

• FORT WORTH •

Rebuilding the Public Trust: Strategies for Restoring Confidence in Government

Sponsored by
Texas Municipal Clerks Association

MEET THE PANEL

Mattie Parker – Mayor of Fort Worth

Vanessa Shrauner – City Manager of Rockport

Alicia Richardson – City Secretary/Chief Governance Officer
of North Richland Hills

Sean Doerre – Public Information Officer of Fredericksburg



Why Trust Matters

“Trust is like oxygen—when it’s there, you don’t think about it. When it’s missing, everybody notices.”



Building Trust with the Public



Building Trust with Elected Officials



Building Trust within the Organization



Q & A



Key Takeaways

If you leave with one action item today, let it be this: pick one way to build trust in your city and commit to it.



Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.”

— Stephen Covey



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