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## **MEDIA ADVISORY – JUNE 17, 2021**

### ***City's first Communications Director to retire July 31***

After almost 40 years of public service, the City of Boerne's first Communications Director Pamela Bransford will retire on July 31.

"It is hard to put into words the incredible task Pam has done since joining the city," City Manager Ben Thatcher said. "She has led and grown a department that has constantly pivoted with the expansion of social media, digital media and most recently COVID-19."

When Bransford joined the City in the summer of 2006 as the Communications and Information Coordinator she launched the creation of the Communications Office.

She quickly got to work, and in 2007 helped the City pass its first-ever Quality of Life Bond Program. By leading a successful public relations campaign her work resulted in the new Patrick Heath Public Library, Boerne Police and Municipal Court building, expansion and renovation of the Boerne Fire Department, purchasing land for future parks, adding sidewalks across Boerne and renovating River Road Park.

As the City grew, Bransford was extensively involved in the public outreach components of R/UDAT in 2008, as well as the 2018 Master Plan, serving on the Technical Advisory Committee.

In 2017, as the Communications Office grew, she was promoted to Director.

Before joining the City of Boerne, Bransford spent more than 24 years with the City of San Antonio. During that time, her work on behalf of the residents of the Alamo City was recognized by the American Public Works Association in 2002 and Keep San Antonio Beautiful in 2006.