



Office of the Mayor

Diane Wolfe Marlin

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TO: Urbana City Council Members Maryalice Wu, Eric Jakobsson, Aaron Ammons, William Brown, Dennis Roberts, Dean Hazen and Jared Miller

FROM: Diane Wolfe Marlin

RE: Staffing Changes

DATE: August 17, 2017

I am pleased to announce that Natalie Kenny Marquez, Marketing Coordinator and Director of Market at the Square at the City of Urbana, has been appointed to the position of Communications Coordinator at the City. In this new role, Natalie will be responsible for designing and implementing a comprehensive City communications strategy that promotes the vision, goals, activities and image of Urbana. She will also coordinate cross-departmental communications, develop information and marketing content, and provide education and training to staff on communications-related matters. Sterling Bollman, Assistant Market Director, has been named Acting Market Coordinator and will begin overseeing Market at the Square operations immediately.

Natalie joined the City of Urbana in 2012 as Marketing Coordinator. Within six months, she also assumed duties as Market at the Square Director. Under Natalie's leadership, Market revenue has increased over 63 percent and social media followings have increased over 150 percent. She has also led the launch of the City's brand identity campaign as well as the Market's new stand-alone website: www.urbanamarket.org, as well as numerous other initiatives including the Community Supported Agriculture Fair and Downtown Urbana Food Truck Rally.

Natalie holds Bachelor's degrees in both Advertising and Political Science from Southern Illinois University and a Master's degree in Public Administration with an emphasis on public management from the University of Illinois at Chicago. She is a member the Visit Champaign County Board of Directors and has served as President of the Illinois Farmers Market Association since 2015.

Natalie can be reached at (217) 328-8264 or nmkennymarquez@urbanaininois.us.

In another staffing change, Sterling Bollman, Assistant Market Director -Marketing Intern at the City of Urbana has been named Acting Market Coordinator. Sterling will take over Market operations as Natalie Kenny Marquez, the current Market at the Square Director, transitions to her new role as Communications at the City.

As Acting Market Coordinator, Sterling will be responsible for all aspects of Market at the Square operations during the season and support activities in the off-season. In addition to managing operations, he will provide cohesive, energetic leadership and continuity to a range of



Market-related planning and promotions activities, vendor and customer relations, and other activities.

Sterling joined the City of Urbana team in 2015 as Marketing Intern and Market Aide. He has assisted in the development of the Market's new stand-alone website: www.urbanamarket.org and other initiatives including the Community Supported Agriculture Fair and Downtown Urbana Food Truck Rally. He holds a Bachelor's degree in Advertising from the University of Illinois at Urbana-Champaign and participates in numerous volunteer and community activities.

Sterling can be reached at (217) 384-2319 or sbollman@urbanaininois.us.