PUBLIC SAFETY

RESOLUTION NO. 2025078

RE: APPOINTMENT TO STOP DWI POLICY PLANNING BOARD

Legislators FAUST, HOUSTON, POLASEK, GORMAN, CASWELL, D'AQUANNI, and DRAGO offer the following and move its adoption:

WHEREAS, by Resolution No. 503 of 1985 the Dutchess County Legislature did approve a plan for the Stop DWI Program, and

WHEREAS, said plan provided for a Policy Planning Board of up to fifteen (15) members, six (6) of which shall be appointed by the County Executive and six (6) of which shall be appointed by the County Legislature, and

WHEREAS, the County Legislature adopted Resolution No. 23 of 1986 amending said plan so as to provide for a policy planning board of up to sixteen (16) members, six (6) of which shall be appointed by the County Executive and seven (7) which shall be appointed by the County Legislature, and

WHEREAS, vacancies exist on the Stop DWI Policy Planning Board, and

WHEREAS, Julia M. Descoteaux has expressed interest in being appointed to the Stop DWI Policy Planning Board, now, therefore, be it

RESOLVED, that Julia M. Descoteaux is hereby appointed to the Stop DWI Policy Planning Board:

Appointment

Julia M. Descoteaux — Member
89 Haight Hill Road
Stanfordville, NY 12581
(Replacing John Thomes Vacancy)

APPROVED
Susan Serino
SUSAN J. SERINO
COUNTY EXECUTIVE
Date 6-11-2025

STATE OF NEW YORK
ss:
COUNTY OF DUTCHESS

This is to certify that I, the undersigned Clerk of the Legislature of the County of Dutchess, have compared the foregoing resolution with the original resolution now on file in the office of said clerk, and which was adopted by said Legislature on the 9th day of June 2025, and that the same is a true and correct transcript of said original resolution and of the whole thereof.

IN WITNESS WHEREOF, I have hereunto set my hand and seal of said Legislature this 9th day of June 2025.

DUTCHESS COUNTY SEAL

Leigh Wager

LEIGH WAGER, CLERK OF THE LEGISLATURE

JULIA M. DESCOTEAUX

89 HAIGHT HILL RD; STANFORDVILLE, NY 12581 | jmavrod@gmail.com | 917.886.5517

Results-driven and disciplined omni-channel leader with 15 years of demonstrated experience scaling growth by developing teams, building strategies, and enhancing user/brand experience. Adept at acclimating to nascent as well as well-established company cultures, cross-functional alignment, and global relationship management.

INDEPENDENT CONSULTANT

Business Strategy, Digital Growth & Marketing, Ecommerce, User Experience | Stanfordville, NY | July 2021 – Present

Specialize in pre-launch, early stage, high-growth, and turnaround brands & businesses with a focus on user centric business strategy, digital marketing & ecommerce strategy. Develop strategies, budgets, website optimizations, and performance marketing mix recommendations for private and publicly traded companies.

PRESENT LIFE CORPORATION

Chief Growth Officer | New York, NY | November 2020 – July 2021

Led all digital growth initiatives for new-to-market clean, purpose driven, and sustainable wellness and beauty brands.

WALMART ECOMMERCE

Director, Beauty Category | New York, NY | January 2020 – October 2020

Delivered nine-figure revenue on Walmart.com. Built & executed strategies to grow market share, expand profitability, & optimize website experience. Held responsibility over merchandising, site editorial, & digital marketing.

L'OREAL USA — 2013 - 2019

KIEHL'S SINCE 1851 (Luxury Skincare)

Vice President, Ecommerce & Digital Marketing | New York, NY | December 2017 - July 2019

Responsible for full P&L of Kiehls.com and direct wholesale e-commerce channels. Hired and developed team with responsibility across ecommerce sales planning, digital marketing, merchandising, digital product & development, user experience, and customer service disciplines.

Assistant Vice President, Director, Ecommerce | New York, NY | March 2015 - December 2017

Responsible for digital marketing budget & strategy, sales performance, and website road map for Kiehls.com ($65M/year), the largest e-boutique for L'Oréal worldwide, managing a 3-person team and 20+ external vendor partners.

EM MICHELLE PHAN (First-to-market Influencer incubator brand)

Manager / Director, Ecommerce & Digital Marketing | New York, NY | April 2013 - March 2015

HUGE, INC (AdAge Top 10 Digital Agency 2012, Interpublic Group subsidiary) — 2011 - 2013

Project Manager | Brooklyn, NY

TOYOTA MOTOR SALES, USA — 2005 - 2011

District Manager (Buffalo/Rochester Metro Market) | 2010 – 2011

District Service and Parts Manager (Albany & Long Island Metro Market) | 2007 – 2009

Scion District Manager, Management Trainee & Assistant | Torrance, CA, West Caldwell, NJ | 2005 – 2007

Supervised service, parts, and retail sales operations for automotive dealerships in New York region.

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL | ATLANTA, GA — 2001 - 2005

BA French Studies, **BBA** Marketing and International Business

- Swim Team, 2002-2005. Member of NCAA National Team, 2002-2005, NCAA Scholastic All-American, 2002, 2004

ADDITIONAL INFORMATION

- Town of Stanford, elected Councilperson (2024 – 2028)
- IRONMAN (140.6 mile triathlon) World Championship Top 10 Finisher Kona, Hawaii – 2008, 2009
- Fluent in French and proficient in German
- **VOLUNTEER WORK:** Stanford Recreation Campaign Marketing & Communications Chairperson, Play for P.I.N.K. Millbrook Co-Chair, Angels of Light of Hudson Valley volunteer, Willow Roots Food Pantry (Pine Plains) - Volunteer

Public Safety Roll Call

District	*Name*	*Yes*	*No*
District 7 - Hyde Park and Pleasant Valley	Truitt*	✓	
District 25 - Amenia, Washington, Pleasant Valley & Millbrook	Houston*		
District 3 - LaGrange	Polasek*		
District 16 - Fishkill and Beacon	Valdés Smith*		
District 9 - City of Poughkeepsie	Atkins*		
District 4 - Hyde Park and Town of Poughkeepsie	Lawler		
District 11 - Clinton, Pleasant Valley, and Rhinebeck	Kearney	absent	
District 14 - Wappinger and Town of Poughkeepsie	Versaci	absent	
District 15 - Wappinger	Faust (C)		
District 19 - North East, Stanford, Pine Plains, Milan & Red Hook	Drago		
District 22 - Beekman and Union Vale	Garito		
District 23 - Pawling, Beekman and East Fishkill	Rolison (VC)		

Present: 10
Absent: 2
Vacant: 0

Resolution: ✓
Motion: ____

Total : 10 (Yes) 0 (No)
Abstentions: 0

2025078 APPOINTMENT TO STOP DWI POLICY PLANNING BOARD

JUNE 5, 2025

Roll Call Sheets

District	Last Name	YES	NO
District 7 - Hyde Park and Pleasant Valley	Truitt	✓	
District 25 - Amenia, Washington, Pleasant Valley & Millbrook	Houston		
District 3 - LaGrange	Polasek		
District 16 - Fishkill and Beacon	Valdés Smith		
District 9 - City of Poughkeepsie	Atkins		
District 1 - Town of Poughkeepsie	Gorman		
District 2 - LaGrange, Pleasant Valley & Town of Poughkeepsie	Travelpiece		
District 4 - Hyde Park and Town of Poughkeepsie	Lawler		
District 5 - Town of Poughkeepsie	D'Aquanni		
District 6 - Town of Poughkeepsie	Kaul		
District 8 - City and Town of Poughkeepsie	Brendli		
District 10 - City of Poughkeepsie	Johnson		
District 11 - Clinton, Pleasant Valley, and Rhinebeck	Kearney	absent	
District 12 - East Fishkill	Metzger	absent	
District 13 - East Fishkill and Wappinger	Paoloni		
District 14 - Wappinger and Town of Poughkeepsie	Versaci		
District 15 - Wappinger	Faust		
District 17 - Town and Village of Fishkill	McHoul		
District 18 - City of Beacon and Fishkill	Page	absent	
District 19 - North East, Stanford, Pine Plains, Milan & Red Hook	Drago		
District 20 - Red Hook, Tivoli, and Rhinebeck	Munn		
District 21 - East Fishkill	Caswell	absent	
District 22 - Beekman and Union Vale	Garito		
District 23 - Pawling, Beekman and East Fishkill	Rolison	absent	
District 24 - Dover and Pawling	House		

Present: 20 **Resolution:** ✓ **Total :** 20 (Yes) 0 (No)

Absent: 5 **Motion:** ___

Vacant: 0 **Abstentions:** 0

2025078 APPOINTMENT TO STOP DWI POLICY PLANNING BOARD

JUNE 9, 2025