

**MARINE ADVISORY BOARD  
 THURSDAY, SEPTEMBER 6, 2007 – 7:00 p.m.  
 CITY COMMISSION CONFERENCE ROOM - EIGHTH FLOOR CITY HALL  
 100 NORTH ANDREWS AVENUE  
 FORT LAUDERDALE, FLORIDA**

<u>BOARD MEMBERS</u>	<u>PRESENT/ ABSENT</u>	<u>CUMULATIVE ATTENDANCE FROM 5/3/07</u>	
John Terrill, Chair	P	P-4	A-0
Barry Flanigan, Vice Chair	P	P-4	A-0
Rick Schulze	A	P-3	A-1
Eugene Zorovich	P	P-3	A-1
Michael Widoff	P	P-3	A-1
Ryan Campbell	P	P-3	A-1
David Bernier	A	P-0	A-4
Alec Anderson	A	P-2	A-2
Bobby Dubose	P	P-3	A-1
Norbert McLaughlin	P	P-3	A-1
Stephen Tilbrook	P	P-2	A-2
John Custer	P	P-4	A-0
Randolph Adams	P	P-4	A-0
John Baker	P	P-2	A-2
Bob Ross	P	P-3	A-0

**Staff Present**

Jamie Hart, Supervisor of Marine Facilities  
 Cate McCaffrey, Director of Business Enterprises  
 Alexandra Grant, Recording Clerk, Prototype, Inc.

**Guests**

William Stacey	Anticipation Yachts
Daniel Nelson	Skipper Liner
Mike Bobinchuck	Princess Lady, LLC
Haley Sofge	Biscayne Lady Yacht Charters
Andy Ellingson	Skipper Liner
Mike Simpson	Biscayne Lady Yacht Charters
Patrick Young	Biscayne Lady Yacht Charters
Jay Edwin	Skipper Liner/Biscayne Lady
Bill Fiech	Skipper Liner
Randy Rogers	Tiki Ship
David Donovan	Tiki Ship
June Donovan	Tiki Ship

Eileen White  
Sandy Pierce  
Joe Russo

Anticipation Yachts  
Anticipation Yachts

**I. Call to Order/Roll Call**

Chair Terrill called the meeting to order at 7:05 p.m. Following roll call, it was determined that a quorum was present.

**II. Approval of Minutes – August 2, 2007**

Mr. Tilbrook provided corrections to the minutes

**Motion** made Mr. Adams, seconded by Mr. McLaughlin, to approve the minutes of the August 2, 2007 meeting as corrected. In a voice vote, the motion passed unanimously.

**III. Waterway Crime & Boating Safety Report**

Sgt. Pallen reported that July was a quiet month with only one incident; however, between July 29 and August 9 there was a rash of burglaries. He stated that four individuals who stole property from the Bahia Mar are now in custody.

**IV. Commercial Application/Princess Lady, LLC**

Mr. Hart summarized the application. Regarding dockage, he advised that staff recommended slips 27 and 29, just west of the gazebo. Mr. Hart explained that these slips were occupied only 50 percent of the time and their usage will result in an additional \$44,256 per year in increased revenue.

Mr. Tilbrook asked how one accessed the path to the dock. In response, Mr. Hart stated there is a hard surface at the west end of the New River Center. Mr. Tilbrook asked about licensed parking spaces provided to the applicant. In response, Mr. Hart advised the City provided two annual spaces and two temporary spaces.

Mr. Flanigan asked when the Master Plan will come before the Board as previously discussed. In response, Mr. Hart stated the master plan will not come before the Board and that he and Cate McCaffrey had discussed this with Marc LaFerrier.

Chair Terrill stated he had spoken with Mr. LaFerrier and Wayne Jessup of Planning and Zoning, requesting a presentation on the New River master plan. He explained that the Board's role is to advise the Commission on marine related issues. He added that the Commission will see the master plan without the Board's input. Chair Terrill advised there will be another presentation of the master plan draft on October 18 at the Broward Center for the Performing Arts, which Board members are invited to attend.

Mr. Flanigan questioned the need to hear from the applicants if the City has already made its determination. Mr. Hart explained that the application needed to be reviewed per Code requirements.

Mr. McLaughlin stated he agreed with Mr. Flanigan as the application appears to be a done deal. Ms. McCaffrey explained that no decision has been made by the Commission yet, and that the Commission does consider the Board's recommendations.

Mr. Hart stated the applicant had spent a lot of money traveling in to the meeting and felt they should have an opportunity to present.

Mr. Tilbrook asked whether notice was given to the New River community. In response, Mr. Hart stated no notice is required as residents are fully aware of the City's ability to lease commercial space.

Chair Terrill invited the applicant to present.

Daniel Nelson, representing Skipper Liner of LaCrosse, Wisconsin, explained he was presenting along with representatives of Biscayne Lady Yacht Charters. Mr. Nelson spoke of the Skipper Liner's services and company history including 19 years of operation in Florida. He added that Skipper Liner is teaming up with Biscayne Lady Yacht Charters to provide cruise experiences in Fort Lauderdale.

A PowerPoint presentation on Skipper Liner was given.

Mr. Nelson stated that Skipper Liner is applying for permanent dockage for the *Princess Lady* vessel scheduled to arrive in Fort Lauderdale in mid-October. This is a 124' vessel designed for weddings, corporate events and social functions.

Patrick Young, director of sales and marketing for Biscayne Lady Yacht Charters, spoke of the company's history and services. Originally the company was affiliated with Island Queen Cruises in Miami but has recently invested in bring

new yachts to the area. Mr. Young stated the *Princess Lady* will bring a high quality of catering and entertainment to Fort Lauderdale.

A PowerPoint presentation on Biscayne Lady Yacht Charters was given.

Mr. Tilbrook asked about the lease term length for this application. In response, Mr. Hart advised the applicant will have a standard one-year lease. With regard to signage, Mr. Hart stated the applicant can have signage on the vessel but not on the dock.

Mr. Nelson said the Skipper Liner has been paying the lease on these parking spots since June without having a boat there.

Chair Terrill asked if Captain Charles Sofge was present. Mr. Haley Sofge of Biscayne Lady Yacht Charters was present and stated he is the brother of Charles Sofge.

Chair Terrill reported that in conducting due diligence research on this applicant, he uncovered public records detailing boating infractions and other "scary" charges related to Captain Charles Sofge, and was unsure how to interpret these. Chair Terrill advised he had contacted the City Attorney's office and requested delaying this application for one month to determine if these findings mean anything.

Mike Simpson of Biscayne Lady Yacht Charters stated he is the nephew of Charles Sofge. Mr. Simpson explained that Mr. Sofge had serious problems with substance abuse in his younger years, during which he made unwise choices; however, he has been clean for 10 years and recently earned his 10-year chip. Mr. Simpson added that his uncle, Mr. Sofge, now plays no role in the operations of Biscayne Lady Yacht Charters.

Mr. Nelson commented that the Island Queen has operated five boats in Miami for the past 5 years.

Mr. Campbell added that the Winterfest Boat Parade also uses Biscayne Lady Yacht Charters vessels.

Mr. McLaughlin advised that per new Coast Guard requirements taking effect, vessels over 100' will need to have a commercial assist. Mr. Flanigan stated this burden will be on the operator.

Mr. Tilbrook raised concerns about the size of the vessel and the width of the New River. In response, Chair Terrill stated he had navigated several vessels over 100' up and down the New River with no problems.

Mr. Baker commented that when the New River Village was built, it was supposed to have proper vehicular access in front of the building; however the valet service continuously creates problems with traffic. Mr. Baker advised the applicant that the street in front of this building will be hard to access from the boat, and the operators needed to find alternatives for people coming to the boat.

Chair Terrill stated it seems the Board is approving a commercial operation in addition to a dockage application. Mr. Hart stated the applicant can conduct charters as long as business is not operated on City property.

In addition, Ms. McCaffrey advised this is a commercial operation; however the Board is not giving license or permission for the applicant to do any particular operations as these are handled through the City.

Mr. Ross voiced concern that the applicant had not spoken to New River Village residents. Mr. Nelson advised there was a conversation with the community members who had no objection to this application. He added that there are other commercial boats parked 200 ft. away in the same area that have not been an issue with the community.

Jay Edwin, of Island Queen and Skipper Liner, advised he has been the Jungle Queen operator for the past 3.5 years. He added that he chose the New River because it is one of the widest bodies in which to operate.

William Stacy, of Anticipation Yachts and Riverfront Cruises, spoke in opposition to this application for the following reasons:

- The market is not strong enough to support another charter boat operation
- Revenue will not be significantly impacted as only so many boats can be out doing the same activity
- Other area operators are already dealing with lack of interest from Las Olas clientele

Mr. Zorovich commented that concern about competing operations did not have anything to do with the Board's recommendations.

Sandy Pierce of Anticipation Yachts commented that there are definite revenue impacts to the City and competition cannot be dismissed as irrelevant.

**Motion** made by Mr. Ross, seconded by Mr. Adams, to approve the application.

Mr. Tilbrook stated he was unsure whether it is within the Board's purview to research operators' backgrounds.

Mr. Campbell felt this is well within the Board's purview and requested that the Board keep the Riverwalk concept and pedestrian access as the over tone in its considerations.

Chair Terrill commented that at some point it is important to look into an operator's background.

In a roll call vote, the motion passed unanimously.

**Motion** made by Mr. Tilbrook, seconded by Mr. Adams, to recommend to the City Commission that the New River Master Plan include criteria and analysis for the location of commercial vessels in the New River; and if the Master Plan does Chair Terrill opened the discussion to Public comments. As no comments were made, Chair Terrill closed Public Comments. In a roll call vote, the motion passed unanimously.

#### **V. Update – 2007 Fort Lauderdale Boat Show; Yachting Promotions LLC**

Chair Terrill stated representatives from Yachting Promotions could not be present.

Mr. Hart explained that a yearly review of the lease is required. He advised that this year's lease will be higher, resulting in \$5,000 more net income to the City.

**Motion** made by Mr. McLaughlin, seconded by Mr. Campbell, to recommend moving forward with this agreement. In a voice vote, the motion passed unanimously.

#### **VI. Broward County Marine Advisory Committee.**

Mr. Adams stated there is no report as no meeting was held.

## **VII. Old/New Business**

Mr. Hart updated the Board on the following items that had gone before the Commission the previous evening. He stated that five commercial lease renewals were approved. The Commission also held two public hearings regarding the application for 375 Idyllwild Drive; both were approved. Additionally, the dock tours item was approved.

Mr. Adams asked about the status of the Las Olas moorings. In response, Mr. Hart stated the moorings will be installed in time for the season; the Engineering department is still working on installation of screw anchors. He added that the City now has a contractor for the screw anchors but the work has not yet been scheduled.

Mr. Adams asked about the status of the floating docks report. In response, Mr. Hart stated no report is ready.

Chair Terrill commented that the Boat Facilities Siting Plan proposes impact fees for new and floating docks.

Mr. Zorovich requested an update on the pollution issue. Mr. Hart stated he would try to prepare an update for the next meeting.

Chair Terrill commented that the Board's meeting minutes had not been posted on the website since May. Chair Terrill also requested a report on potential lost revenue caused by the loss of 3-phase power.

Mr. Hart clarified that the Board wanted the following reports at the next meeting:

- Status report on the Las Olas moorings
- Status report on the floating dock projects
- Status report from Public Services on pollution issues
- Report on potential lost revenue due to loss of 3-phase power

Chair Terrill mentioned that Chris McFadden of the Public Utilities department was responsible for a project related to the City's storm drains which flowed into the New River. He recalled that a prototype device was created to spin water before it was dumped into the New River; this was supposed to be installed in August, 2006. Chair Terrill requested a status update on this project as well.

## **VIII. Adjournment**


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There being no further business before the Board, the meeting was adjourned at 9:10 p.m.




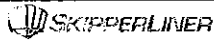
**SEPTEMBER 6, 2007  
MARINE ADVISORY BOARD MEETING  
POWERPOINT PRESENTATION**

**APPLICATION – COMMERCIAL DOCKAGE  
VESSEL CHARTERS  
PRINCESS LADY, LLC**



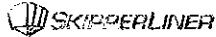
Ft. Lauderdale Permanent Dockage Lease Application for Commercial Vessel Operation  
**Princess Lady**






**Good Evening!**

Mr. Jamie Hart  
Ft. Lauderdale Advisory Board Members





**Princess Lady - Ft. Lauderdale Dockage Application**

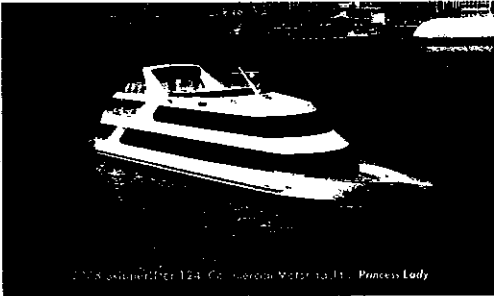
- Princess Lady Introduction
- SkipperLiner Overview
- Biscayne Lady Overview
- Princess Lady LLC Resume & Experience
- Princess Lady
- Ft. Lauderdale Powermarket
- Princess Lady Partnership Advantage




**Princess Lady Introduction**





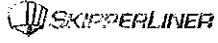


© 2008 SkipperLiner LLC. All Rights Reserved. Ft. Lauderdale, FL. Princess Lady



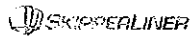
**Princess Lady . Introduction**

- The "Princess Lady" - New Luxury Yacht hosting high-end charter events for weddings, corporate groups, premier social functions
- Owned & Managed by Industry Leaders: SkipperLiner Industries & Biscayne Lady Charter Group
- SkipperLiner Industries – Award Winning Commercial Vessels & 6 Boat Charter Companies
- Biscayne Lady Yacht Charters – Most Successful Luxury Yacht Venue Company in Southern Florida
- Proven Success – Princess Lady is Built, Managed, Operated & Serviced by Experienced Industry Leaders

 SKIPPERLINER


**Princess Lady . Introduction**

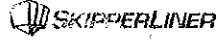
- o "Princess Lady" is a brand new 124 Skipperliner Luxury Motor Yacht .
- o The Princess Lady LLC proposes to operate private yacht charters out of the Ft. Lauderdale city dock.
- o "Princess Lady" has a finished length of 124' and beam of 24'.
- o "Princess Lady" is a coast guard approved passenger vessel and licensed for 149 passengers.

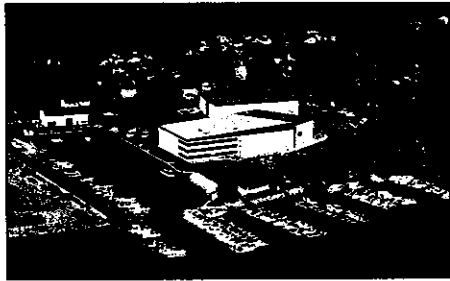
 SKIPPERLINER

**SkipperLiner Company Overview**

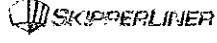
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 SKIPPERLINER

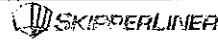


**SKIPPERLINER MARINE PARK**

 SKIPPERLINER

**SkipperLiner . Company Overview**

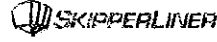
- o Based in La Crosse, WI
- o Manufacture Private & Commercial Vessels
- o Nearly 1,000 Boats Since 1971
- o Award Winning Commercial Vessel Manufacturer
- o A proven leader in the dining-vessel Industry
- o Over 250 Employees in 5 States


 SKIPPERLINER

**SkipperLiner . Company Overview**

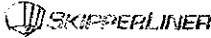
**SkipperLiner Divisions**

- o Harbor View Restaurant
- o 3 Full Service Marinas
- o 3 Marine Service Centers
- o 4 Regional Training Centers
- o 6 Passenger Vessel Operations

 SKIPPERLINER



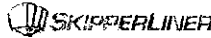
**SkipperLiner Manufacturing Facility**

 **SKIPPERLINER**




**SkipperLiner . Vessel Manufacturing**

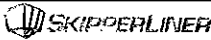
**New Manufacturing Facility**

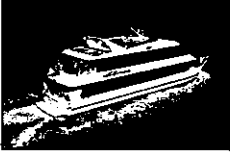



- 60,000 Sq. Ft. Production Center
- 7,500 Sq. Ft. Coating Center
- 7,500 Sq. Ft. Sandblast Facility
- 34,000 Sq. Ft. Support Facilities
- 2,000 Sq. Ft. Design Center
- On Mississippi River: Worldwide Water Access


 **SKIPPERLINER**


**34 yrs Vessel Manufacturing Expertise**


 **SKIPPERLINER**

 **SKIPPERLINER**



- SkipperLiner has designed and built more that 1000 vessels since 1971.
- Premier Vessel Manufacturer - SkipperLiner largest manufacturer of custom-built 149 passenger vessels.
- 27 Awards for Design Innovation

 **SKIPPERLINER**

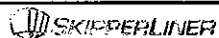
- SkipperLiner is one of the only U.S. manufacturer that builds all vessels indoors.
- Total custom design = most luxurious and largest interior spaces in the industry
- 24 Hour SkipperLiner Factory Service
- SkipperLiner commercial vessels are in service throughout the United States.
- SkipperLiner – Disney has chosen SKL as their number one approved excursion vendor
- SkipperLiner has recently manufactured vessels for Six Flags and Cedar Point theme parks.

 **SKIPPERLINER**

**KEY TO OUR SUCCESS**

SkipperLiner Operation Support

- Site Selection & Planning
- Comprehensive Vessel Service – 2 service centers
- Financing
- Operations Training – 3 National Training Centers
- Fast Start Marketing Program
- Operators Meeting – Annual Business Training & Networking Event
- Business Pro Resource Center
- Nationwide Operators Network

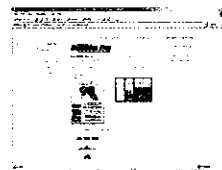


### The Operators Meeting

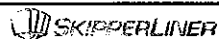
- Held Annually in Florida
- Management Training & Networking
- Showcase New Ideas & Products
- Over 100 Attendees Coast to Coast
- Provides Support Amongst Operators
- Strong Vendor Endorsement



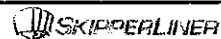
### **BUSINESS PRO** YOUR ONLINE RESOURCE CENTER



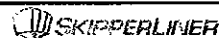
- Web-Based Resource Center
- Marketing, Sales, Operations Management Tools
- Available 24 hrs a day at SkipperLiner.com
- Exclusive to SkipperLiner



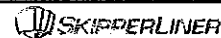
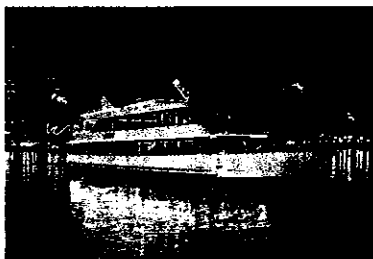
**SkipperLiner . Proven Success**



**New York, NY**

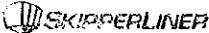



**Baltimore, MD**

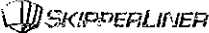


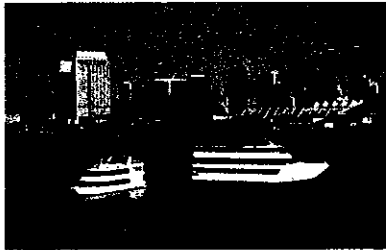
**Walt Disney World, FL**



 SKIPPERLINER  
Seattle, WA

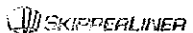


 SKIPPERLINER  
San Diego, CA




 SKIPPERLINER  
Ginn Resorts, FL





 SKIPPERLINER

**Biscayne Lady Company Overview**





**Biscayne Lady Yacht Charters Group**






**Leading Luxury Yacht Venue in South Florida**

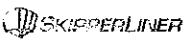
**Biscayne Lady Yacht Charters Group**

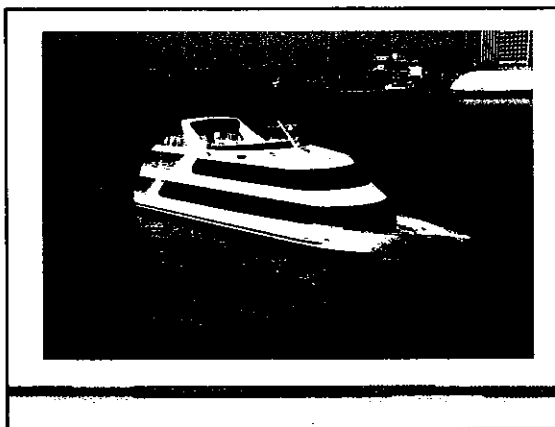

**Biscayne Lady Yacht Charters Group**



BISCAYNE LADY  
Yacht Charters



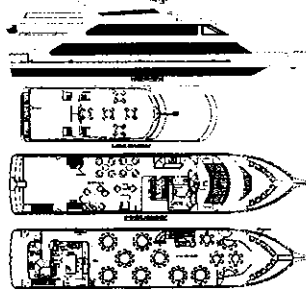
**Princess Lady Cruises Difference**

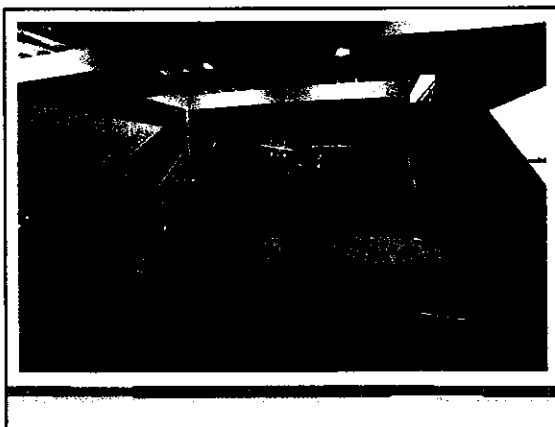
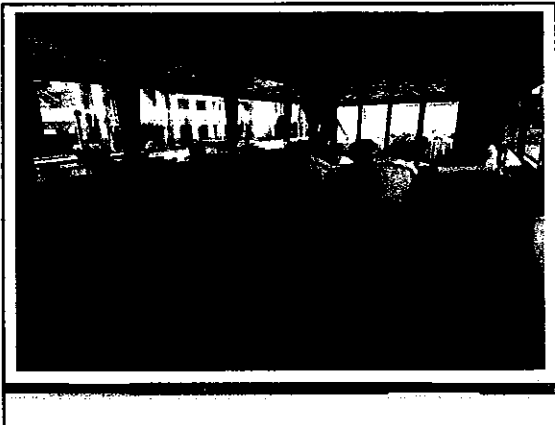


**Princess Lady – New Luxury Yacht**

- 124' Luxury yacht with a 25' beam
- 3 Spacious decks
- 3 Open air teak decks
- 2 Full service bars
- 1 Dance Floor

**Princess Lady - Design Rendering**

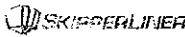





**Princess Lady – Unique Features**

**INDUSTRY EXPERT MANAGEMENT TEAM**

- 9 Cruise Operations – SkipperLiner & Biscayne Lady
- 6 Cruise Operations located in Florida
- Over 30 Years Luxury Yacht Venues
- Over 80 Years Collectively in Public Cruise

 **SKIPPERLINER**

**Our Charter Brands & Locations**

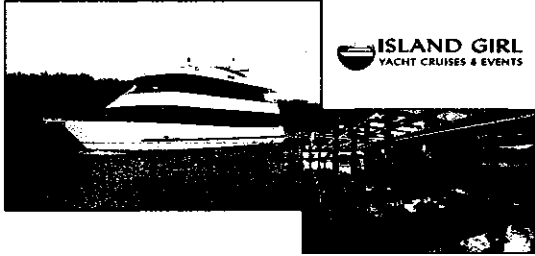




**Princess Lady – Operation Overview**

- Accommodates up to 140 passengers
- Brunch, lunch, dinner, or cocktail cruises
- Executive gourmet chef onboard
- Modern interior & exterior
- State-of-the-art audio/visual equipment
- Licensed crew & experienced staff
- Alternate docks available

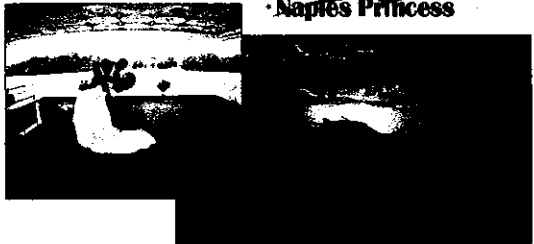
**SKIPPERLINE**



**ISLAND GIRL**  
YACHT CRUISES & EVENTS

ISLAND GIRL CRUISES . LA CROSSE, WI


**SKIPPERLINE**



**Naples Princess**

NAPLES PRINCESS CRUISES . NAPLES, FL



**SKIPPERLINE**



**Marco Island Princess**

MARCO ISLAND CRUISES . MARCO IS, FL



**SKIPPERLINE**



**La Crosse Queen**


LA CROSSE QUEEN CRUISES . LA CROSSE, WI

**SKIPPERLINE**



**MINNEAPOLIS QUEEN** . MINNEAPOLIS, MN

 **SKIPPERLINER**

 **BRANSON LANDING CRUISES**  
*unforgettable events on the water*



**BRANSON LANDING CRUISES . BRANSON, MO**

**Biscayne Lady Yacht Charters . CRUISE OPERATIONS**



 **BISCAYNE LADY**  
*Yacht Charters*

**BISCAYNE LADY YACHT CHARTERS . MIAMI, FL**


**Biscayne Lady Yacht Charters . CRUISE OPERATIONS**




 **Island Queen**  
*CRUISES*


**ISLAND QUEEN CRUISES . MIAMI, FL**

**Biscayne Lady Yacht Charters . CRUISE OPERATIONS**




 **Pier 5**  
*Fishing Charters*

**PIER 5 FISHING CHARTERS . MIAMI, FL**

 **SKIPPERLINER**

**FT.LAUDERDALE MARKET**



Ft. Lauderdale Powermarket

**LUXURY YACHT CHARTER KEY FACTORS**


**TOURISM** – Upscale Venues

**BUSINESS ENVIRONMENT** – One of the best in the Nation

**WEDDINGS** – Top 10 in the Country

**QUALITY OF LIFE** – Trend moving to more upscale atmosphere

**Ft. Lauderdale Powermarket . WEDDING MARKET**



**FT. LAUDERDALE WEDDING MARKET**


- Over 162,780 weddings annually in Florida
- Over 9,000 couples wed annually in the Fort Lauderdale area
- As the Echo Boomer generation enters the marriage stage the number of weddings per year is expected to steadily increase
- \$72 billion/year is spent on weddings nationally

**Ft. Lauderdale Powermarket . WEDDING MARKET**

**Prime Luxury Yacht Market**

- Couples are going outside of the traditional Saturday afternoon wedding - Open up booking opportunities
- More thought is going into the ceremony - Spending more to make this event unique
- Budgets are getting bigger - Spending more per person
- The cocktail hour has become separate event from reception event - increase bookings
- Dinner menus are unique - custom culinary services sought after
- Destination weddings are on the rise - 47% of all weddings will be an outdoor, unique venue, or destination event

**Princess Lady . NEW FT. LAUDERDALE UPSCALE VENUE**



**Ft. Lauderdale Powermarket . TOURISM ADVANTAGE**

- TOURISM - largest segment of Ft. Lauderdale's economy
- Growth - Estimated 10.35 million people visited Greater Fort Lauderdale - a 2% increase over 2005
- Economic impact of \$8.76 billion
- Year-round appeal to leisure and business travelers
- Most popular attraction: 165 miles of local waterways
- 23 miles of Blue Wave Beaches, 300+ miles of inland waterways
- New River Location - the heart of Fort Lauderdale

**Ft. Lauderdale Powermarket . KEYS TO SUCCESS**

- Strategic Location - centrally located between Miami and Palm Beach
- Heart of the sophisticated, fast-growing South Florida region
- Corporate Environment: World-class international business center
- City Investment: Progressive City Government, Chamber of Commerce & Convention & Visitor Organization

**Ft. Lauderdale Powermarket . KEYS TO SUCCESS**

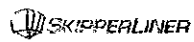
- Outstanding quality of life
- Advantageous economic climate
- Rich natural beauty & best climate in the Country
- City Investment: Progressive City Government, Chamber of Commerce & Convention & Visitor Organization

**Ft. Lauderdale + Lady Princess =  
Economic Growth**

- Fort Lauderdale has substantially outpaced the national economic growth rate
  - Growth due to development of beach chic destination with premier attractions and activities
  - Ft. Lauderdale continued growth depends on new luxury venues & properties
- Conclusion.....

**The Princess Lady's Upscale & Ft. Lauderdale**

**are perfectly matched for success!**



**Thank You!**

The Princess Lady LLC

