

## JOSEPH W. SHULLA

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May 1, 2013

Mr. Kevin Briski  
210 Martin Luther King Jr., Blvd, Room 104  
Madison WI 53701

RE: The Pontoon Porch

Dear Mr. Briski:

As you know, I am the owner and inventor of the Pontoon Porch. For the past three years, I have tried to turn my idea of a floating porch into a business which provides services for the people of Madison. This idea came to me when I tried to build a screened-porch on a friend's pier near Chetek. I found out that the screened porch violated DNR regulations. Rather than scrap the porch completely, I brainstormed ideas a way for people to enjoy the screened porch and the water at the same time without violating the DNR rules. The Pontoon Porch was the result.

I grew up and live in Madison, so I wanted to bring my idea back to the people of Madison. There are not a lot of boat rentals in Madison and most people do not have any real access to the lakes. The lakes seem to be controlled by the few people who have lakeshore homes or have boats. I saw the Pontoon Porch as an opportunity for people who do not have a lakeshore home or a boat to get out and enjoy the water. It works too, as people can rent out my Pontoon Porch for roughly \$10 per hour per person. I thought that the Olin Park pier was the perfect place to pick up my guests because it was open to the public.

Unfortunately, I did not go through the correct channels to make sure that the Parks Department knew of and approved of my plan. I think that my quick actions led to some bad feelings and some contentious meetings. I did not want to upset anyone or step on anyone's toes; I just wanted to keep running the Pontoon Porch. I apologize if I offended anyone through my actions.

Just like in Chetek, I tried to brainstorm ways for people to enjoy the Pontoon Porch without violating City Ordinances. I added legs to the boat so that I was never anchored or moored. I tried to get a permit so that I was not vending in a public park illegally. My intentions were good, but I didn't follow the correct procedure to make sure that the Pontoon Porch was legal. Again, for that I'm sorry.

I'm very excited that the newly-elected alderman sees the value in the Pontoon Porch and wants to help me make it legal. I want to work with the new alderman and the Parks Department to bring the Pontoon Porch to the people. I'm willing to take the appropriate steps to help make my crazy idea a reality.

Thank you for your help,

Joe Shulla