

PSMC Council Meeting Thursday, August 14th, 2014 Agenda

Attendance Members present: Jason Bray, Chris Poor, Corey Adkins, Michaela McCormick, Lisa Stanley, Bettina Hetz, John Smith

Members absent:

Sit; Contemplation, raise Windhorse

Check in

Prioritize Agenda

Questions/discussion from Reports

[July Meeting Notes](#)

[Tabled Items Doc](#)

New Business:

- 7:20 pm - Alice will come to give [mid-year Finance Report](#) LS
 - On target as far as cash reserve situation
 - July went ~600 over projected class revenues
 - 2382 over projected overall
 - Harvest of Peace as a 2 track fundraiser- 1 side being the general ask and one being to the high end donors.
 - Alice would like to be involved in the details of HoP giving to SI. Want to make sure what they're saying we're giving to them is correct.
 - 6,200 is anticipated from the two fundraisers to the center in the 2014 budget.
 - Teacher Fund and Irene Lundquist fund have not been used this year.
 - No promotion to let people know about these funds?
 - Are donations to restricted funds considered part of revenues under UGM? Or "less restricted" funds like the Prison Dharma program
 - 2 classes (Golden Key and other) contributed to the deficit in Text Materials and Supplies because there was none budgeted for these programs
- Doug's proposal/Prison Dharma
 - View Doug's 2015 budget [here](#)
 - At some point Prison Dharma needs to not be a separate account, needs to be included in general P&E budget. No longer self-funded pocket
 - In the past profits from classes held here in conjunction with the prison dharma program would go into the prison dharma program. Would go through his separate checking account
 - Some discussion over expenses- Honorarium, does this need to be for Acharya funding. Can we bring out a Shastri and cut down travel and honorarium expenses?
 - Prison Dharma would go through our same processes. Would be considered an expense, an a line item

- We would need to raise more money to break even with this program
- How much do we want to commit to the fundraising for this, or do we want to just cover this with our program budget?
- Part of a wider discussion with people who are donating to this specific area, communicating that our whole center needs funding. Carpets need to be cleaned, etc.
- Teachers often made donations of travel expenses and honorarium.
- \$1,387.00 balance at 7/31/14
- August 17th Council Retreat Planning
 - Contemplations- setting the view
 - Agenda setting
 - [Proposed content](#)
 - On strategic planning- what do we want to communicate to the community, what do we want to have conversation with them with, bring in their energy on.
 - How much can we take on, and when?
 - Use some discernment about what needs to be done in this meeting, what needs to be done privately
 - Ask Jay if she could facilitate this section
 - Preparation for retreat: Everyone could look at the tools, review what's happened in our sphere since Shambhala Day. What have we done, how can I summarize that, what have I done, how can I summarize that? Also review John and Michael's reports
 - Look at this as we are a team working together. How are we actually functioning as the leadership of the center and serving the goals of the center. Can't leave that reflection out.
 - Make sure there is enough time for where do we go from here.
 - Everyone should have read the Kalapa Gov doc, the roles and responsibilities google docs.
 - John's report on communication. Part of what we could look at is the structure. What happens at the retreat, what process could we build to keep things going. Looking at the what next in the context of the structure we have, structure we need.
 - Council secretary will set the Peer Review, contemplations, strategic planning process into the schedule.
 - Other items:
 - Teacher Survey
 - Discussion of John's survey
- Photography for billboard- Jason, Bettina, Chris
- HoP planning - Preparations [HERE](#)
 - Need [program page information](#) for the calendar
 - Discussion about whether this falls into Council business, who would be giving the pitch for UGM

- Everyone send Lisa something in their sphere that they would liked to be shared to the community for HoP. An update.
- UGM Phase 2 rollout call debrief
 - Recording of the call available [here](#)
 - Jason's notes [here](#)
 - HoP fundraising goals from SI [HERE](#) - Portland goal: \$2,240
 - [Unified Giving Defining Success version for Centres.pdf](#)
 - Council Secretary will create a doodle to schedule the call for details for Phase 2
- Recruiting Finance Director LS
- Member Appreciation Event, Sept 5; online Membership mtg with SI Aug 24th LS
 - Need [program page information](#) for the calendar
- Harvest of Peace fundraiser planning JB
 - Approve schedule
- Meditation Marathon LS

Old Business:

- Reminder: written budget proposals from spheres due no later than Sept Council meeting
- Report on Teachers Meeting and Questionnaire Results re: Teaching Load MM
- Doug's 2015 budget for Prison Dharma program CA
 -

Member Reports:

Director

Returned to work from medical leave week of Aug 4.

Abbey and I are working together to schedule and plan together for major tasks and deadlines re: our respective roles and Center events for the remainder of the year.

Working with Membership Team re: our first Member's Appreciation Event 9/5. We have very good response now to new members---immediate email welcome from David, card with handwritten message from the Team and letter from myself sent soon after by Pat. Bettina and I working on making available the Decorum booklet for Members. The Team has been invited to participate in the SI online meeting 10 a.m. on the 24th, and to review the draft document.

Finance

Working with Alice and Abbey on Finance reports and Class Budget Summary. Integrative Arts Festival events in July need to be captured in our budget reports.

Working with Maralena to establish protocols on monthly budget reports and her work schedule. She is picking up a portion of the Membership reporting that Carol was holding. Carol continues to be part of the Membership Team.

Communications

Overview & current issues

- Completed a report on [Current Media Choices for Gateway Programs in Shambhala](#) and posted it on the Communications and Publicity Hub and the Centre Leadership Hub in the Shambhala Network. My recommendations:
 - Focus on the most important channels: word of mouth, the website, targeted email
 - Use the other channels when someone presents themselves with interest in doing so: Flyers, Facebook, other Social Media.
 - For our size, a budget of \$1,600 for publicity is way too much
 - Continue investigating SDB / Mailchimp integration and develop policies to use Mailchimp appropriately
 - Acknowledge that office hours for paid staff around scheduled practice times is an important “word of mouth communications channel”
- The communications team plays a significant client coaching role. Getting “unusual” programs like the Aging conversation sponsored by Ann Cason or the Acharya Ferguson program organized by Doug McCanne require a lot of back-and-forth communication.
- Laura Byrd continues to work on a Flyer that would combine information about individual programs and the Shambhala curriculum as a whole.
- A new version of the Events Spreadsheet is about ready to go.
- Had some preliminary discussions about changing the structure of some of the membership pages.
- Will be consolidating inactive “groups and projects” into a page called “Groups and Project awaiting rebirth”
- David Engelbrecht has added the recurring events (like Tuesday night sitting) as place holders in the 2015 calendar. The program pages themselves are blank.
- Continuing some work on data resources for the mandala as a whole
 - Completed [a data dictionary of the SDB](#)
 - Integrating [Shambhala membership statistics with city population](#)

Overall administration

- Upcoming events needing attention
 - Harvest of Peace
 - Groups and Projects update (Kids Club / Family)
- Council needs to approve a pricing plan for 2015

Shambhala Center Communications profile

Mailchimp email

- Current subscribers: 1,421
- Average “opens”: around 285 or around 20%
- Emails sent out this month
 - This Month: August 2014
 - Your Week August 11 - August 17
 - Your Week August 4 - August 10
 - Your Week July 14 - July 20
 - Your Week July 21 - July 27
 - Your Week July 28 - August 3
 - Your Week July 7 - July 13
 -
- **Website changes this month:**
 - John updated the Ikebana Group pages with 2 photos that Amy Aycrigg provided
- **Google Analytics**
 - Do people ever look at the flyers page? Answer: a few, perhaps

Activity on the [Community Groups and Projects](#) page and below is summarized here. It shows that Queer Dharma is the most visited page, followed by Drala Hikes and Young Meditators. These statistics cover the period between June 1 and August 11.

	Pageviews	Avg. Time on Page in seconds
The Community Groups and Projects page	134	56.39
/queer-dharma/	127	194.63
/drala-hikes/	81	84.65
/young-meditators/	70	133.50
/shambhala-prison-program/	49	74.29
/heart-recovery/	42	134.56
/ikebana-practice/	33	117.05
/deleks/	27	49.60
/shambhala-kids-club/	20	42.64

- **Blog posts this month**

- Timebank coordinators reporting from Brian Landever
- Queer Dharma Approaches First Weekend Retreat – Reflections by Co-Coordinator Jason Bray
- July Council Meeting Summary and Meeting Notes, by Corey Adkins
- There was a flurry of activity further updating the blog post about the Prison Program after further comments and correction from Acharya Maull. The blog post has also appeared on the Shambhala Times (where it also had to be corrected).

- **SDB Email messages this month**

- Jack Bodner to: 10 people, on: 2014-08-05, about: re: new Scorpion Seal book
- Jason Bray to: 11 people, on: 7/25/2014, about: Queer Dharma weekend retreat participant seeking host for the weekend
- Abbey Pleviak to: 653 people, on: 7/22/2014, about: Announcing Shambhala Retreat: the Union of Masculine and Feminine -- August 22-24
- Abbey Pleviak to: 24 people, on: 7/21/2014, about: Shambhala Retreat: Level III Warrior in the World, begins this Friday, July 25!
- Abbey Pleviak to: 655 people, on: 7/15/2014, about: Shambhala Class: Heart of Kasungship begins July 28, Open to All
- Abbey Pleviak to: 655 people, on: 7/15/2014, about: Cook for Shambhala Family Camp! August 8-11, Windhorse Retreat, Whidbey Island, WA
- Abbey Pleviak to: 655 people, on: 7/15/2014, about: Shambhala Reminder: Learn to Meditate, Turning Your Mind into an Ally is this Sat, July 19
- Jason Bray to: 185 people, on: 7/14/2014, about: Tonglen Request for Center Director Lisa Stanley
- Abbey Pleviak to: 653 people, on: 7/9/2014, about: Registration Reminder for Shambhala-Hosted Integrative Arts Fest Events
- David Engelbrecht to: 118 people, on: 7/8/2014, about: Members Appreciation Day September 5th (Save This Date)

- **Calendaring and SDB supervision**

- I've noticed several events listed in the Events spreadsheet that did not show an Event ID, although they were listed in the SDB Calendar.
- Resolved duplicate email issues in the SDB with Abbey as part of the SDB / MailChimp integration project

- **Facebook**

- **Time Bank**
 - Not much new activity
- **Website changes this month:**
 - None reported
- **Google Analytics**
 - Do people ever look at the flyers page? Answer: a few, perhaps

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/shambhala-kids-club/	20	42.64
	583	103.28

Practice & Study

Miksang Class – Cancelled – Net Revenue loss of projected \$918

Learn to Meditate Class – July 19 – 24 participants – Net Revenue \$682 (\$60 over projection)

Level III Class – July 25-27 – 14 participants – Net Revenue \$1,250 (\$295 over projection)

MI Coordinator – Lee Scher is stepping down from the position of MI Coordinator. Michaela and Shastri Rayna are working on recruiting a replacement.

Program Food Budget Analysis – Michaela will be meeting with her committee of Erica Thygesen, Lee Scher, Chris Poor, and Jason Bray on Aug. 20 to consider the responses to the questionnaire that Michaela sent out to program coordinators, and fashion a proposal for possibly revising the budget to submit to the Council and incorporate into the P & E budget proposal for 2015.

Societal Health & Well Being

Director:

Attended Unified Giving online presentation. [See my notes](#)

Got the ball rolling on Harvest of Peace Celebration. [Find planning doc here.](#)

Worked with John Smith on [Queer Dharma blog post for website.](#)

Queer Dharma:

8 people attended the August 3rd gathering and received transmission of the Enlightened Society lung. It was very well received - followed by thoughtful discussion. At least one attendee went on to register for the Queer Dharma weekend.

15 now registered for Queer Dharma weekend. Travel and lodging has been arranged for Director, Craig Smith.

Family Council:

Mark Douglass is working on launching the [Mindful Path for Families](#) program in the fall.

[Teacher training for children and youth](#) has been scheduled - Sept. 6th. The following message went out to prospective teachers:

Hi everyone - if you're receiving this e-mail, you've indicated interest in becoming a child and youth teacher at the Portland Shambhala Center. Just wanted to let you know that a training has been scheduled for Saturday, Sept. 6, from 9:00 am to 1:00 pm, at the Shambhala center. We'll learn about Shambhala culture and its aspirations for youth and families, then spend time learning and facilitating techniques for teaching mindfulness to young people. Please [register at the website](#) in order to attend - the cost is free.

What is required for becoming a teacher in the Shambhala family program?

1. A stable meditation practice (ongoing for 1 year, with regular coaching from a meditation instructor)
2. Some experience and passion for working with children and youth
3. The ability to pass a police background check

What will a child/youth teacher do?

We'll have various programs throughout the year with opportunities for working with children and youth, including:

1. Mindful Path for Families (our five-Sunday intergenerational mindfulness practice and education program)
2. Nature hikes and campouts
3. A family retreat
4. Children's Day and other Shambhala festivals

I expect to add more as time goes along!

Is there compensation?

A child/youth teacher will receive a stipend that varies depending on the program and time commitment. This is a gift in return for your time and expertise, not a contracted fee.

I can't make the training in September - will there be other opportunities?

Contact me if you're interested and we'll arrange another time later in 2014 or early in 2015.

Deleks:

No activity

Drala Hikes:

September 6th Drala Hike canceled.

This party invitation from Liz Howell:

WHO: The Can-Do Candace

WHAT: A PARTY!— Let's Celebrate Candace's Next Big Move

WHEN: Sat, Aug 16 from 6-8:30 pm

WHERE: Liz Howell's House.

2906 NE Sumner St (corner of NE 29th and Sumner, one block north of Alberta St)

DETAILS: Please join for a potluck gathering to wish Candace well on her next steps as she heads for New Mexico and returns to school this August.

BYOB. Please bring a dish to share.

QUESTIONS: Give Liz a call or send her an email.

We'll look forward to seeing you next weekend!

...

Liz Howell

503.888.5064

lizhowell@earthlink.net

No Longer Alone & Heart of Recovery - still on break

Young Meditators:

YMG IN TRANSITION: We're moving into a new era of the Young Meditators group, as our wonderful founding member [Rebecca Jamieson](#) is having to step down from leading the group to pursue other exciting opportunities in her life. We're going to soldier on, but we invite everyone who feels engaged and passionate about this group to get involved with the conversation about our future. As a start, instead of our normal meeting this week we will be

meeting down at the The Green Dragon (<http://www.pdxgreendragon.com/>) this Thursday at 7. We invite you to come, share a beer, and talk about what you want to see YMG be, and how you might be able to contribute!

We will also begin holding monthly YMG leadership meetings at 6 PM before our 4th Thursday meetings, with the first being on September 25th. These will be open to everyone interested in participating! Mark your calendars!

Community Care:

Amy Aycrigg, Rayna Jacobson, Rebecca Jamieson and many others helped coordinate care for Lisa (with Lisa's son) while in recovery.

This update from Lisa:

Tuesday, July 15th hospitalized for major surgery to remove a large kidney stone. Complications with lung during the surgery that required an extended stay in the ICU through Saturday July 19th. Returned for another procedure in hospital with general anesthesia on Tues 22nd and released the same day. The final procedure if all continues to go well will be August 21 and should not require hospitalization.

Have been recovering at home, and steadily regaining strength. Returned to work this week, slowly and gently! Any well wishes can either be left at the Center office in her mailbox or emailed to her at lisa.stanley@portland.shambhala.org.

Lisa would like to send a special thanks to her Community Care group, and her son Devin, who supported her throughout with great love and care; to all those who included her in their practice and well wishes; and all who generously donated to help with medical costs on her GoFundMe site.

Culture & Decorum

Harvest of Peace

- Small lhasang can be located at entrance to Shrine Room on a folding tray table
- Bettina agrees to M.C.
- Working on presenting new members with a copy of An Introduction to Shambhala Culture, the small orange book

Desung Nancy Smith has formally resigned. What form of appreciation/acknowledgement of her service can be expressed?

Membership appreciation party Friday, Sept. 5

Invitation has been sent out

David E. coordinating with help from Abbey and others

Bettina to provide catering

Shall there be a \Costume Party for Halloween?

Desung

Kasung: 3 out of five weeks of EHOK have been done. Class of 5 doing well. Starting to coordinate kasung for HOP. Also for Acharya Fergusen visit in Oct.

Council Secretary

Created and posted a set of descriptions of the Governing Council for the Leadership billboard, to help make the Council more visible to the community. Created a blog post for last month's Council Meeting.