

## **PSMC Council Meeting Thursday, September 11th, 2014**

### **Agenda**

*Attendance Members present:*

*Members absent:*

Sit; Contemplation, raise Windhorse

Check in

Prioritize Agenda

Questions/discussion from Reports

[August Meeting Minutes](#)

[August Retreat Minutes](#)

[Tabled Items Doc](#)

### **New Business:**

Kim and Chris presenting on [the meditation marathon](#) (15 minutes)

- Lisa and Chris and Kim met a few weeks ago to discuss changes to MM
- Looked at SF design- they had a 12 hour marathon. trying to create an environment where everyone can sit for the 12 hours. Shift in view where it is a collective marathon rather than a individual marathon. Much stronger container possible in this setting.
- Primary way the MM raised money was pledges to individuals.
- Money has scaled year by year- mostly based on the number of meditators we have. More people= more money.
- Target is to increase participation from 13 to 25.
- Might be an opportunity for people who are attending but not regularly volunteering, giving.
- Best way to get meditators is through direct and personal outreach.
- Teams concept: Recruit 3 or 4 people from your "sphere" as a team (Kasung, SHWB, etc.) People you already have contact with.
  - Lisa sparkles the team concept. Points out that if just all of us go, we will only need a few other people to meet the goal.
- "It's not about asking our community for money, it's about asking outside of our community to contribute to our community."
- Encouragement to invite people to participate, and to participate ourselves.
- Next step: IT portion- website, interface. SF as an example- could donate online, post videos, etc.
  - Could potentially use another service for fundraising? Bigger conv.
  - Could potentially start looking for next year.
- Kim updated the hardcopy pledge sheet for this year. Also has drafts for the web copy, flier, and the form.

- People need to start fundraising Oct. 1st, month before the marathon.
- Kim: Want to create a community of fundraisers. (People who fundraise)

- Budget 2015
  - **Delayed** for next Council Meeting
  - Proposal: Take proposals, email them to one another, and read them, think about them, share feedback. Having the time to refine and give feedback between now and the next meeting. Have to find a way to prioritize together.
  - After proposals we have to go through a refining process.
  - Talking about how we are going to get the money to cover the things that we add if we increase our expenses.
  - MM: Part of the conv. could us be indicating our own priorities, finding agreement and differences.
  - Still some freehanging budgets: communications, membership.
  - Document where people can set forth their budgetary priorities. Google doc, everyone group or mark their priorities and have one or two sentences on the rationale.
  - Council secretary will create a google doc to capture these, has areas for each budget and then a section for comments for each. Every proposal will have priorities and rationale.
  - **Broad Agreement** Wednesday September 24th as a deadline to submit all proposals to said Google Doc. Comments by Oct 6th. Try to get consensus on October meeting on priorities.
  - Communication piece: Inviting input but it's not necessarily a promise that we will be able to do everything proposed.
  - Bring in written budget proposals for your sphere (include \$ amounts and specific details)
    - [SHWB Proposal](#)
- Director Review process
  - View proposed process [here](#)
  - Lisa bring in people who are outside of the community that are helpful.
  - **Broad agreement** for Jay and Corey to form subcommittee, find third member based on council approval (looking for blind spots of conflict of interest), identify decisions that need to be made from council, proposing a sample questionnaire, collecting input from Director as well as people who she is contact with outside of the community.
  - John will help in technical areas.
- Reviewing John's report on communications **Tabled**
- 2015 Calendar - Proposal to Extend Core Curriculum Timeline to 18 Months **Tabled**
- Discussing Kim and Chris' proposal, Meditation Marathon
  - Getting a program page out for MM soon is important
  - **Broad agreement** that we will all support the event in a way that we can

- Who's missing from the conversation?
  - Do we want to have an arts seat?
  - Longer conversation. A lot of things to clarify- are they coming in as a Council Member, taking that full role? Open invitation? Different issues, but needs to be a bigger conversation.
  - Part of the conversation of more things being put on the Director, avoiding the burnout. Need to consider balance between the positions. Arts as a gate. Bringing more people into the conversation to spread things out.
  - (Corey's stroke of brilliance re: agenda prioritization: Have a document where I capture all of this stuff, distill it, and then have people prioritize items that they feel are important somehow on the google doc. On a monthly basis? Lha Nyen and Lhu portion of meetings?)
- Local Governance Structure, Use of Authority, Council Decision-Making **Tabled**
- Proposal to Make P & E Director a Paid Position in 2016 **Tabled**
- Proposal to create a calendar that has planning for when all of the major processes occur- reviews, budgets, etc.
  - **Broad agreement** for Lisa and Corey to draft a calendar and give it to Council

## Old Business:

- Prison Dharma proposal. [Budget info](#).
  - We need to clarify his role and how it interacts with P&E and what we need for him. Still need someone to act as the coordinator of that program as it has such specific needs. Ask Doug or whoever is in that role to coordinate with us who they are bringing in as a teacher much more in advance. Allows us to take more advantage of these teachers as they come.
  - No longer fundraised for separately, part of us.
  - MM: Would like to ask him to help coordinate fundraising programs. Doug has the skill to get Acharya's to volunteer.
  - We want to keep that key part of that program that they need to bring in teachers, but want to coordinate that so that we can help get more out of the teachers time.
  - Need someone to remain the Coordinator of the Prison Dharma program, and need them to continue to hold the fundraisers (programs at the center with visiting teachers) twice a year to support the program. Get away from calling it a fundraiser. Money will flow into the general fund as income, but we'll have built into the budget the money needed to support the prison dharma program. Were we to want to expand it, we would need to build it into our budget.
  - Funds need to start flowing through the center instead of his personal account.
  - Need someone dedicated to researching fundraising for support for this program.
  - Bringing it in allows it to be more visible or compels us to make it more visible, benefits us. Doug could give a open-house talk on Prison Dharma?
  - Encouraging mentorship of the coordinator of this program, mentoring future coordinators.

- **Broad agreement** to fully bring this program in to our normal budget, we are asking and offering these things as listed above. These will be communicated by Council Secretary. Also communicate great appreciation for the program.
- Finance Director recruitment
  - Alice has talked about putting together a finance group, but it doesn't seem to be happening.
  - Jack Bodner decided to not take on the position.
  - No plan at this point.
  - This is an important position that needs to be filled.
  - Need to redo the job description as it is no longer accurate.
  - Person needs to be comfortable engaging with money as a path quality.
  - Bring in some fresh voices into this conversation? Brainstorming session.
  - Lisa will suggest Jack potentially heading the search in a meeting with him.
  - Action Items:
    - Finding some people who can be fresh voices in the search. Start with Jack Bodner.
    - Recraft the job description. Lisa can talk to Alice about what the requirements are for this job, Corey can help reword and refresh the document.
    - Small business owners?
    - Council members can keep their eyes open for potential peoples.

## Member Reports:

### Director

Our first Members' Appreciation Party on 9/5 was a big success; 50+ in attendance. The food, environment, cultural offerings and atmosphere were wonderful. I shared highlights re: community as practice, and the Core Principles of the financial structure of membership from SI.

Met with Kim Crossman and Chris Poor to discuss the design and structure of the upcoming Meditation Marathon fundraiser. This will now be a 12 hour event, 9am - 9pm rather than 24 hrs. Abbey is working on recruiting a volunteer to create a web page for this event.

Corey and I met to work on the Peer Review structure for our upcoming meeting to complete this process for Council.

Council Retreat 8/17, see minutes for details

Working with Bettina on budget proposal for C&D, especially the Center environment

Abbey and I are working on clarifying and developing the Volunteer sphere. We will have a mini-retreat to work on a handbook and identify next steps.

Online meeting with SI re: changes to Membership which they've outlined (see email forwarded to you with links, draft doc). The goal is to implement by Sh Day 2015; they will be developing materials for Centers to help with this.

Michaela and I met to start the Calendar Process for 2015. We are taking a different approach this year by asking those who hold different aspects (i.e. Jack Bodner, VY practices) to post on the google "proposed calendar" dates for Center events, practices etc

## **Finance**

Discussed the Finance Dir position with Jack Bodner who had some interest but he decided not to pursue. He may want to offer something in the realm of Development.

I have invited Alice to a conversation re: going forward, I hope to keep her support with key Finance activities esp our 2015 budget.

Maralena is settling in well and along with Abbey we will be talking about how to streamline Finance forms to communicate more clearly to her how to charge expenses to line items.

## **Communications**

### **Budget ideas & requests for 2015**

- Mailchimp subscription - permits targeted emails linked to the SDB, with feedback on the number of "opens", Google Analytics tracking, and easy interface for email writing. 12 \* \$30 = \$360. (Our subscription currently costs \$20 a month but is expected to increase to \$30 by next year.)
- Contingency fund - Reserve \$300 for experiments and initiatives in the publicity area. We are really just beginning to understand how investments affect enrollments so at this point it's hard to come up with specific budget requests.

### **Overview & current issues**

- Exploration of the Mailchimp / SDB integration is proceeding slowly, pending the time of Bernard Spigolo and Candlin Dobbs.

### **Overall administration**

- David Engelbrecht and John Smith met with the P&E group on September 2 to talk about the scheduling and calendaring resources and processes.
- We have upgraded the mailchimp license from "free" to "\$20/month"
- The monthly processes for gathering and presenting information on communication activities have been revised and improved.

## **Communications profile**

- **SDB Email messages this month: who sends messages**

Most email from the SDB is officially from “Abbey” although it may be sent by others. We are currently sending quite a bit of email from the SDB. The kinds of emails that must be sent from the SDB (e.g., targeted to people who have completed Level III but not taken Level IV) will not change under the SDB/MailChimp experiment we will be conducting in the coming months.

Sender	messages	n
Abbey Pleviak (hello)	3,616	11
David Engelbrecht	113	1
Jason Bray	18	1
Michaela McCormick	288	6

- **Messages sent this month**

Here is the detail showing the specific subjects and number of people contacted via the SDB. Messages going to 650+ people are those that go to the whole “Newsletter” as defined in the SDB. The MailChimp newsletter has 1,400+ recipients.

Sent	Recipients	Sender	Subject
Sep 12	19	Michaela McCormick	MI's for Dathun at SMC
Sep 11	655	Abbey Pleviak	Shambhala Retreat Level I: The Art of Being Human begins Friday Sept 26
Sep 11	20	Abbey Pleviak	Shambhala Retreat Level IV: Awakened Heart begins Tomorrow! Sept 12
Sep 11	19	Michaela McCormick	MI's for Dathun at SMC
Sep 03	83	Abbey Pleviak	Members Party this Friday!

Aug 31	22	Michaela McCormick	Kyerim Program in Seattle
Aug 28	60	Abbey Pleviak	Can you help out? Shambhala Party on Friday, Sept 5!
Aug 26	20	Michaela McCormick	Regional Shambhala Ritual Academies
Aug 22	113	David Engelbrecht	Harvest of Peace: Member's Oath and pins
Aug 21	654	Abbey Pleviak	Shambhala Class Ikebana (Japanese Flower Arranging) Fall begins on Sept 21
Aug 21	18	Jason Bray	See you tomorrow for our Queer Dharma weekend!
Aug 19	656	Abbey Pleviak	Not too Late to Attend Community Campout this weekend!
Aug 19	40	Abbey Pleviak	Seeking Volunteers for Members Appreciation Party – Friday, Sept 5th
Aug 19	106	Abbey Pleviak	Please RSVP Yes or No to Members Appreciation Party
Aug 18	189	Michaela McCormick	Portland Shambhala Program Staffing Opportunities, October - December 2014
Aug 14	657	Abbey Pleviak	Shambhala Class: Meditation in Everyday Life begins Monday, Sept 15
Aug 14	19	Michaela McCormick	Ashe Mahamudra Retreat
Aug 13	657	Abbey Pleviak	Registration Reminder: Queer Dharma Retreat: Union of Masculine and Feminine begins next week!

Aug 13	28	Abbey Pleviak	Shambhala Retreat: Level IV: Awakened Heart, begins September 12
--------	----	---------------	--

- **Mailchimp emails** (recipients, opens, clicks)

These are the messages we are sending out to our entire mailing list. These messages are carefully edited, planned, and jointly produced by Bill Kimbro and Nancy Smith.

<b>Date</b>	<b>Total Recipients</b>	<b>Emails Opened</b>	<b>Click to website</b>	<b>Subject</b>
Sep 16	1,413	216	10	This Month at Shambhala - August/September gatherings, programs, and events
Sep 15	1,415	359	60	Shambhala Training Level I 9/26-27; Ikebana Flower Arranging Series 9/21; Harvest of Peace 9/20
Sep 08	1,417	432	74	Harvest of Peace is on the 20th; Meditation in Everyday Life starts on the 15th; and Level IV is on the 12th-14th
Sep 02	1424	518	59	Harvest of Peace is on the 20th; Meditation in Everyday Life starts on the 15th; and Level IV is on the 12th-14th
Aug 27	1427	348	10	This Month at Shambhala - August/September gatherings, programs, and events
Aug 25	1427	486	117	Offerings from Portland Shambhala, August 25-31, 2014
Aug 18	1424	469	87	Offerings from Portland Shambhala, August 18-24, 2014
Aug 11	1421	499	88	Offerings from Portland Shambhala, August 11-17, 2014



- **Calendaring**
  -
- **Website changes this month**
  -
- **Google Analytics**
  - Here are program pages on the website calendar that nobody has looked at yet -- do they need attention?

code	Date	program name
OEO	Sep 26	Reserved for Program
OEO	Oct 17	OSP Fundraiser
OEO	Nov 07	Reserved for Program
NYI	Nov 30	Community Nyinthun
OEO	Dec 14	Shambhala Prison Program
NYD	Dec 20	Community Solstice Celebration (Children's Day included)

- **Upcoming programs with program page activity on the Portland website**

program name	date	registration	weeks ago pageviews	last week pageviews
Meditation in Everyday Life	Sep 15	15	497	81
Harvest of Peace	Sep 20	1	127	55
Mindful Path for Families: Autumn	Sep 21		59	1
Ikebana (Japanese Flower Arranging) Fall Class Series	Sep 21	5	113	26
Shambhala Training Level I: The Art of Being Human	Sep 26	13	368	88
Community Nyinthun	Sep 28	8	89	10

Shambhala Family Hike: Sauvie Island Wildlife Area	Sep 28		61	9
Meditation Instructor Retreat	Oct 04		7	4
Learn to Meditate Workshop: Turning the Mind into an Ally	Oct 04	5	164	57
Shambhala Art TBA	Oct 10		34	10
Natural Bravery - Awakening from the Culture of Fear	Oct 17	8	146	27
Drala Meditation Hike: Central Salmon River	Oct 18		39	9
Diversity in Everyday Life: Bias, Fearlessness & Basic Human Goodness	Oct 22		43	37
Shambhala Training Level II: Birth of the Warrior	Oct 24		8	1
Shambhala Training Level V: Open Sky	Oct 24	3	39	10
4th Annual Meditation Marathon - Sitting for Society	Nov 01		15	35
Contentment in Everyday Life	Nov 03	2	76	4
Drala Meditation Hike: Wahclella Falls & Carson Hot Springs	Nov 08		52	6
The Sakyong's Birthday	Nov 15		10	1
Wealth Program	Nov 21		28	4
Learn to Meditate Workshop: Turning the Mind into an Ally	Dec 06		9	1

Rigden: Unconditional Confidence	Dec 12	6	88	4
Community Nyinthun	Dec 28		11	2

- **Blog posts this month**

- Sept 7, John David Smith, Surprised to be aging and appreciating meditation
- Sept 9, Corey Adkins, August Council Meeting Summary and Meeting Notes
- Sept 7, Mark Douglass, Family camp-out at Timothy Lake
- Sept 1, Dale Bennett, Parkinson's Disease Leads to Photography
- Aug 14, Abbey\_Pleviak, Reflections on the 2014 Integrative Arts Festival

- **Facebook**

- Needs more attention; not really supervised.

- **Time Bank**

- Not a lot of activity. Brian Landever and Taylor Hess are holding a potluck on September 27th. They need orientation and relationship with the rest of the PSMC organization.

## Practice & Study

[Earth Body/Body Story: Panel Discussion](#) - July 10 - 21 participants.

[Waking Up to the World: an Introduction to Shambhala Arts](#) - July 12 - 8 participants.

[Feast of Perception: Potluck and Performance Salon](#) - July 12 – 15 participants.

[Learn to Meditate Workshop](#) - July 19 – 16 participants.

[Level III](#) - July 25 – 11 participants.

[Essential Heart of Kasungship](#) - July 28 – 6 participants.

[Queer Dharma Weekend: The Union of Masculine and Feminine](#) - Aug. 22-24 – 11 participants.

**General Programs Coordinator** - Dale Hollocher quit this position on Sept. 9. Michaela has taken over his responsibilities.

**Shambhala Q & A** - Shastri Rayna has put this together as a time when a teacher or MI will be available after the Tuesday night sits on the 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays of each month, beginning in October, to respond to questions from any and all present about meditation, Shambhala, and the

offerings and workings of our Center. Several teachers and MI's have already offered to make themselves available.

*Program Food Budget* – On Aug. 20, Michaela met with Lee Scher, Chris Poor, Jason Bray, and Erica Thygesen to review the results of the questionnaire that Michaela sent to 16 people who have had significant experience coordinating programs and thus managing the food budget. 9 of those people responded, most agreeing that what we offer at our programs should be “limited but appealing” or “generous but limited.”, that managing the food budget is “reasonably manageable” or “easy,” that they are able to stick to the budget “most of the time” or “always,” that the food budget for each program is “enough” or “more than enough,” and that the primary factors affecting how much they spend on food are 1<sup>st</sup> “the budget you're given” and 2<sup>nd</sup> “number of program participants.”

The questions addressed by the group on Aug. 20 were:

- What is an appropriate standard in terms of quality and quantity?
- What is an appropriate budget for that standard?
- How can we standardize adherence to that budget?

We reached consensus on the following recommendations:

- Our food offerings should be elegant but simple, emphasizing quality over quantity, attractive to the eye, and varied and geared to each class.
- We should continue offering light breakfasts.
- We should offer not a lot of alcohol.
- We don't need sweets for teas. We can use leftovers.
- Coordinators shouldn't feel any need to cook, go to several different stores to buy food, or put in their own money to supplement the budget. Trader Joe's has good variety and is reasonably priced. Of course, they're welcome to do so if so inspired.
- Budgets should generally remain as they are, for instance figuring \$8/person/day for a full weekend program, but should be increased to about \$10/person/day for special programs like Level V, Golden Key, and Rigden Weekend. Perhaps have a meal catered for Rigden Weekend.
- We need a volunteer to be in charge of maintaining “Basic Supplies” such as coffee, cream, sugar, tea, crackers, napkins, etc.
- We should make a practice of giving feedback to Coordinators on their food expenses, and include spaces on the Program Report Spreadsheet for overages and savings.
- We need to communicate the “view” of food offering expectations and budgets to everyone who coordinates including guidelines for planning, food selection, and menus, and a reminder to check with the people doing ikebana about possible complementarity.

**Societal Health & Well Being**

Director:

Made contact with Shastri Ethan Nichtern regarding May 2015 book tour. More details to come.

Input all proposed SHWB scheduling items into google calendar

Considering attending December weekthun in Berkeley:

<http://berkeley.shambhala.org/program-details/?id=185176>

Anyone with me?

Proposed 2015 SHWB budget:

Childcare budget (separate from holiday budgets) - yearly.	\$150
Dekyong Manuals (Shambhala Media) x5 - one time expense	\$75
Leader of Delek pins (Shambhala Media) x4 - one time expense	\$60
Six Ways of Ruling text (Shambhala Media) x12 - one time expense	\$264
Shambhala Culture text (Shambhala Media) x12 - one time expense	\$228
Admin. Reimbursement and Additional Program Hospitality - year	\$150
Total:	\$927

Queer Dharma:

Queer Dharma weekend was a great success - truly inspiring. Approximately 15 participants through the weekend (including Michaela and myself). Rota system and "cooking" during the weekend worked very well. Craig left us with a lot to chew on - marching orders - a new direction and mission for Queer Dharma. More to come. \$628.59 net revenue.

Approximately 25 in attendance for September 7th gathering.

Heart of Recovery:

AJ Rock and Ruth Hampton working to revive HoR - looking to start as soon as October. Third Wednesday evenings 7:15-8:45 pending calendar approval.

Family Council:

Mindful Path and teacher trainings on proposed calendar pending approval. Photos from campout posted to facebook - getting a lot of likes!

Young Meditators:

The Young Mediators met two times this month, once on August 14th, where a group of around eight met somewhat informally at the Green Dragon, and again on August 28th, where about five people attended and had a discussion on the nature of ego and self, facilitated by Corey Adkins.

The YMG Leadership Group, which consists of Corey Adkins, Taylor Hesselgrave, Caroline Calloway and Stephen Jensen, met on August 7th to discuss the future of the group now that

has Rebecca Jameison has stepped down. Corey volunteered to take up Rebecca's responsibilities for the time being, and the group scheduled a regular monthly leadership meeting that will occur on the 4th Thursdays at 6, an hour before the 2nd monthly YMG meeting. We plan to invite more people into the leadership of the group to hopefully delegate some of the tasks involved with keeping the group running. The major area of concern we outlined is a lack of facilitators- currently only two, Corey Adkins and Rob Meeker, are trained and comfortable with holding this role. Some in leadership expressed interest in potentially filling in for this occasionally, but felt like they needed training and encouragement. We will look to see what energy there is for adding to the facilitators group, and then find a way to get those persons trained so that they feel comfortable holding the role.

#### Diversity:

Diversity in Everyday Life with Annie Popkin and Erica Thygesen starts October 22nd. Currently seeking a coordinator for the program.

### Culture & Decorum

Widely enjoyed Membership Appreciation party with 54 people in attendance. Many members volunteered to make this happen most notably Abbie and David E. Gordon again donated and served all wine which helps keep the budget lower. I mentioned that all new members would receive a copy of the book "An Introduction to Shambhala Culture" and that existing members will have the opportunity to purchase it at cost at this time. Interesting to note that while Abbey recruited for volunteers and received little reply, everyone pitched in and the "work" was accomplished with good cheer.

Creating budget/wish list for environment. Discussion with Lisa about items that are moveable (chairs, tables, et al) possibly coming from the building fund since we take them with us if we relocate.

#### Environment Budget 2014

##### Community Rooms:

Ikea Hemness Hat Rack (x2) \$39.99 each: \$80

Ikea Bumerang hangers (x5) \$5 per 8pack: \$25

Ikea Tjusig Bench with shoe storage (x2) \$59.99: \$120

Ikea Grey Karlstad Sofa: \$499

Ikea Stornas Buffet Table: for tea storage: \$449

Ikea Tjusig Bench with shoe storage (x2) \$59.99 each = \$120

Ikea Micke Desk for Kasung \$49.99

### Main Shrineroom:

Alang Nickel Plated Floor Lamp (2): \$60

Full Size Four Dignities Banners: \$1600

Adorma Speaker Stands: \$80 for a pair

Besta Brown Storage with Drawers (for cushions + chant books): \$179

Gomden Covers: 7 x \$32 = \$224

Zabuton Covers: 10 x \$30 = \$300

Support Cushions Covers: 2 x \$14 = \$28

### Events

Folding Tables: 5 x \$37.04 = \$185.20

Folding Chairs: 30 x \$20 = \$600

TOTAL: \$4599.19

(Budget excludes the following items:

Mat for Mahahakala frame

Fabric for front counter/shelving

Fabric for Vajrayana shrine)

Working on putting together Harvest of Peace

### **Desung**

Acting Desungs: Ann Cason and Bettina Hetz

### **Kasung:**

EHOK 1 completed. Mr. Sangster and Ms. Coleman took one year oaths. Ms. Jensen took her lifetime oath. We had a spirited muster and mess, ice cream social. In synchronicity with recent thefts the Kasung has begun Tuesday night desk shifts. I wish we could manifest at all the public sits. A sign up sheet for shifts has been posted on the bulletin board. I trained Mr. Sangster on performing desk shift on 9/9. I plan to train Ms. Coleman and any other Kasung who wish to attend on the 16th. Spirit is building. We already have people to post at HOP and for the Acarya events in October. This is good news. On a personal note. I soon will no longer have to work on Saturday and will be more free to go to events. Yay!

### **Council Secretary**

Facilitated the August Council Retreat, and met with Jay regarding communication at this retreat.

Designing Peer Review process for Council, and will have facilitated this meeting by the time of the Council Meeting. Created a blog post for our August Council Meeting.