

PSMC Council Meeting Thursday November 20th, 2014
Agenda

Attendance Members present: Bettina, Lisa, Corey, John, Michaela, Jason
Members absent: Chris

Sit; Contemplation, raise Windhorse

Check in

Prioritize Agenda (Context: [Leadership Calendar Work Document](#))

Questions/discussion from Reports

[October Meeting Minutes](#)

[Tabled Items Doc](#)

New Business:

- Budget 2015 CA - (see report below) LS **Tabled** till report received on 11/23
- Recruiting a Finance Director LS
 - Lisa will meet with Jack Bodner to talk about his interest. Has no idea if he will take it on.
 - Should think out our protocol and process for interviewing candidates.
 - Corey is in touch with Alice about revising the job description.
 - Needs to be filled in 2015. Needs council collaboration.
 - This area needs a team- shouldn't just be one person.
 - Diane Pallas has mentioned interest in being involved with teachings on money on the center.
 - Bringing in someone to do development work.
 - Person needs to be magnetizing, someone you trust.
- Requests for landlord re rent increase? see report LS
 - Accessibility is unfortunately not an option.
- Thefts/security LS
 - John Light has a lot of ideas on what he thinks would help.
 - Wireless doorbells?
 - Lisa would like to organize a meeting with John, Chris and other interested parties- Bettina **Action item**
 - Would be great for Rusung to brief volunteers and establish protocol.
 - Safety drills?
 - Engaging our neighbors on security issues
 - Consider buying some locking containers
- Holocek, Tergar collaboration (see my report) LS
 - Lisa met with Ann Cason and two people with Tergar

- Talked about goals, and coming to understanding on how this work on an organizational level
 - Talked about the money piece, staffing, timing.
 - Early 2016? At an off-site location? Needs to be worked out in our calendar
 - Trying to find a lower cost or free space. Equally share staffing and monetary expenses with Tergar.
 - Desire to make sure it isn't just a strictly Buddhist program. Maybe having a 1-day class with health care providers. Linking with Dan Rubin.
 - Feels like a good collaboration to Lisa.
 - Our part of the financial commitment would be around \$2000
 - MM: Could we get more information about who they marketed it to in other cities?
 - LS: Doesn't want to coordinate, just wants to help with the organizational role.
 - JS: Reminds him of some other unusual programs that fell through on a marketing perspective. Wants to make sure that we have a group that is solid and can hold this together.
 - LS: Ann is clear that she is not the coordinator. It is clear this needs a committed, capable group. We also need to do some reflection on programs that failed. **Action item (add to tabled business)**
 - JDS: What's the difference between programs that flourish and programs that don't take off?
 - JB: Is this part of community as path?
 - We need to examine and decide whether this is something we want to engage in, don't want to hold Tergar people if it isn't happening. At a certain point we need to take a leap.
 - **Action item-** Council Secretary: The Council would like a formal proposal on this item- how would it be organized locally, looking at some of the other places that this was held. Jason will work with Ann to help make this happen.
- Setting Winter Council Retreat- December 21st? CA
 - Agenda?:
 - Leadership Master Calendar
 - Goals and strategic planning
 - Including contemplation on the questions from SI on the Unified Giving interviews
 - Discussion of the practice of community questions from SI -- that set up for the Town Halls.
 - How to make Town halls a regular thing that we will keep coming back to?
 - Taking some of the goals set from the Center Development review
 - JS: Our challenges recruiting coordinators for events reflects a lack of view communicated on the practice this form, and a

reflection of a lack of practice of community. This is a very important topic.

- Communications work
 - Contemplation on the Thich Nhat Hanh reading? Short contemplation, 20-30 minutes.
 - Secretarial Note: Follow up with Chris and Bettina about whether this date works
 - Have at center, try and organize a potluck with Sunday Morning practicers
 - 9:30-4
- Requirements for Being Assigned an MI? MM
 - Will be discussed with Shastri, Michaela, Abbey, and Lisa
- Timing re Calendar publication - JS
 - David Engelbrecht checking and responding to changes in the CG draft
 - Laura Byrd needs a cut-off time to publish a WoS flyer with the year's schedule
- Concern re Awakening Shambhala Prosperity - JS
 - 190 page views in Google Analytics despite Abbey's mailing to 1,383 on Oct 29 does not bode well
 - Is the title, pitch, invitation working? Going to work?
 - What did we learn?
- Unified Giving Director Interview Questions - Email responses to Lisa by Wednesday the 26th.
- Proposal on new framework for setting Council Agendas CA
 - Proposing having time listed on agenda items, as well as a description of why it's important. Council Secretary can move things around so that the urgent items are towards the top of the agenda.
 - Or split the agenda into 3 priorities.
 - Council Secretary will propose something to make us go back and look at tabled items next month
- Reporting on the director evaluation process
 - conversation with Jane Arthur
 -

Old Business:

- Lisa's proposal to attend Monarch retreat? CA
 - Wait on budget
- Review and discussion of first draft of Leadership Calendar CA
- Increasing Abbey's Hours and Pay for Volunteer Recruitment MM
 - Wait on budget
- Making P & E Director a Paid Position in 2016 MM **Tabled**
- Governance Structure, Use of Authority, and Decision-Making MM

Member Reports:

Director

Ongoing meetings on the 2015 budget (below Finance report) and calendar.

Calendar Group (CG) has completed final draft of 2015 Calendar (edits still happening). Alice is working on the budget spreadsheet to see how well it meets our revenue needs. We tried to offer less classes in response to teacher concerns. All this means possible further revisions. please review in [the events spreadsheet](#):

Membership - have sent thank you's re: all donations and increase in dues (continue to come in) received as a result of our Sept HoP appeal letter to our Members and community. As of 10/21 we have received approx \$2300 in donations and dues increases. Dues increases will also positively affect our income stream for 2015.

Membership is working on a town hall type gathering, now on our Calendar for Jan 31 (please plan to attend everyone). This will include the aspiration contemplation SI suggests, info on dues and UG, and some kind of dialogue between Council/community around goals, desires, strategic planning etc. Corey and I will be coming to Council to work on this and we are in concert with David and the team.

Meditation Marathon - revenue lower than last year, still being collected, projected at approx \$2200, attendance increased about 20%. This is still a great event for us, nice opportunity for gathering to practice in support of Center, and it helps to get the word out about what we do. Need to look at dates for next year and will Kim and Chris pass the baton? If so should recruit someone to lead this sooner than later.

Rent will increase to \$2150 per month in 2015. This would be a good moment for any negotiation; anyone have requests to explore with our landlord going into 2015? Storage is on my mind, not sure we can find any more but it is needed.

Theft/security - forwarded Abbey's email re: recent theft (MP recorder, \$200 to replace); and identified suspect. Action from Kasung?

Working with Abbey to develop Volunteer program, she has drafted a letter, guidelines she wants to send out. I'm encouraging her to set up some in person meetings to discuss.

Met with members of Publicity Team, discussed creating style guidelines, identified copy editors and "on call" pool; agreed Pub team will create a budget and master plan for publicity needs/goals for 2015 by end of 2014.

Collaboration opportunity, Holocek program - met with Ann Cason (who is spearheading this) and two members of Tergar community. Lot of enthusiasm to co-host a program with Andrew

Holocek on Preparing to Die. His programs have had huge success in other locations, recently at the Sh Center in Santa Rosa. Proposal to split costs, hosting and staffing; hold in late 2015 or early 2016 at offsite location (rent or free space) to accommodate 50 + participants. Host a one day program for health care providers, public? Plus weekend for more Buddhist program though still geared to public. This would mean Center making a commitment of approx \$1500 - 2500. for our portion of shared costs, depending on venue etc. More info on Andrew: <http://www.andrewholecek.com/category/teachings-blog/>

Enviro - the Enviro work group plan: create a floating table top with storage underneath in the hallway underneath the thangka; this will still have space for ikebana and display of the thangka. Then move all folding tables out of Annex to there, and find safe storage for the throne cushion to move to. This will 'clean out' the Annex so can move lending library to Annex, and expand bookstore into empty shelves. That will let us remove the table in the tea area that is being used for the bookstore and replace it with a desk/area for the Kasung.

Finance (Lisa at present)

We need to discuss strategies going forward to recruit a Finance Director, or what to do in light of not having anyone qualified. We are asking Alice to do work which she isn't 100% happy to offer, and it is drawing on my time and resources as well.

Met with Alice to work on 2015 budget. She is out of town at present but will send to Council the final draft for review by Nov 23 so that we can discuss any additions/changes in our Dec meeting and retreat.

Alice is projecting that we will have another overage this year - our class #s are up, dues and # of members are increasing steadily. This has offset lower #s from our Fall fundraising campaigns (HoP and MM), and the cancellation of classes in 2014. While a good 'problem' to have I'd like to move towards less conservative projections of revenue - better to budget for what we really need during the year, based on trends, than to have lump sums to spend at year's end.

Alice and I discussed revising the Class Budget spreadsheet to capture data on #s and % use of GP, Patron price so it is captured in a master sheet. This data is vital to building our annual budget each year and we can only see it now by reviewing each individual class report. If she is able to offer this it will be a tremendous support.

Michaela and I finished first draft of Class budget spreadsheet but it needs revision of #s to get us closer to better projections for 2015 budget (see report above).

Communications

Overview & current issues

- The project to integrate the SDB and Mailchimp email lists is progressing. We are scheduled to “go live” on Monday November 17. The integration will reduce busy-work that Abbey has been charged with and will improve the quality of our data. This involves writing directly to people who have discrepant Mailchimp Accounts, who appear on one side but not on another, etc. As a result of merging the lists, sending a message to the Portland Newsletter list now goes to 1,383 people rather than the 626 people that were included before.
- See [notes here](#). Copying a practice from the Victoria Shambhala Center, David Engelbrecht and I have been working on standardizing the teacher information on our program pages by:
 - Verifying that the teacher bios are current, included in [the tab of the Events Spreadsheet](#), and show on the appropriate program pages
 - Getting a photo from the teacher, posting it on WordPress, and linking to it from a program page.
- David Engelbrecht is cross-checking program pages in the SDB, groups and projects pages on the website, and the contact form information so that all three are synchronized and consistent.
- Met with Lisa, Abbey, Laura Byrd and Jason on flyer production. Following up with Laura and Jason shortly.

Overall administration

- Supporting the meditation marathon, recording Paypal Transactions,
-

Communications profile

- **SDB Email messages this month**

Roughly the same level of activity as last month

Sender	messages	n
Abbey Pleviak	4305	10
John Smith	813	2
Lisa Stanley	5	1
Michaela McCormick	280	3

Date	Recipients	Sender	Subject
Oct 30	63	Abbey Pleviak	Shambhala Class: Contentment in Everyday Life begins Mon, Nov 3
Oct 29	1,383	Abbey Pleviak	Shambhala Retreat: Awakening Prosperity in Daily Life with Shastri Lyons: Nov 21- 23
Oct 25	626	John Smith	Be a sitter or sponsor a sitter in Sitting for Society – our annual Meditation Marathon
Oct 22	5	Lisa Stanley	Diversity Class
Oct 19	10	Abbey Pleviak	Registration Reminder: Level V: Open Sky begins this Friday October 24!
Oct 19	169	Abbey Pleviak	Metal Shelf from Vajrayana Shrineroom: Is it Yours?
Oct 19	34	Michaela McCormick	Staffing Awakening Prosperity in Daily Life
Oct 18	626	Abbey Pleviak	Registration Reminder: Diversity in Everyday Life begins this Wed, Oct 22!
Oct 16	625	Abbey Pleviak	Shambhala Natural Bravery Retreat tomorrow! Friday Night – Open Talk
Oct 10	224	Michaela McCormick	Shambhala Guide Training in Seattle

- **Mailchimp emails**
 - list messages & open-rate

Date	Total Recipients	Total Opens	Total Clicks	Subject

Nov 09	1420	250	48	The Sakyong's Birthday 11/15; Awakening Prosperity 11/21-23; 6th Annual Shambhala Thanksgiving Dinner 11/27;
Nov 03	1402	397	104	PSMC Newsletter: Contentment in Everyday Life starts 11/3; Drala Meditation Hike 11/8; The Sakyong's Birthday 11/15; Awakening Prosperity 11/21-23
Oct 27	1401	418	63	PSMC Newsletter: Meditation Marathon 11/1; Contentment in Everyday Life starts 11/3; Drala Meditation Hike 11/8
Oct 20	1404	461	75	Diversity in Everyday Life starts October 22; Shambhala Training Level V 10/24-26; Meditation Marathon 11/1
Oct 15	1404	330	34	This Month at Shambhala - October/November gatherings, programs, and events
Oct 13	1411	435	119	Natural Bravery 10/17-18; Drala Meditation Hike 10/18; Shambhala Training Level V 10/24-26; Meditation Marathon 11/1
Oct 09	4	7	3	This is a test of our SDB interface
Oct 06	1410	491	95	Natural Bravery 10/17-18; Drala Meditation Hike 10/18; Shambhala Training Level V 10/24-26; Meditation Marathon 11/1

- **Calendaring**
 - Still waiting to begin entering the Calendar into the spreadsheet or the SDB
- **Website changes this month**
 - [November 7, 2014 - John and David Engelbrecht - Adding Heart of Recovery contact](#)
 - [October 21, 2014 - John - Change "our offerings widget" - fix a bug](#)

- [Oct. 2014 - John - various changes for Meditation Marathon](#)

- **Google Analytics**

Current and upcoming programs that are getting web traffic:

program name	date	registration	last week's pageviews	weeks ago pageviews
Ikebana (Japanese Flower Arranging) Fall Class Series	Sep 21	6	11	204
Diversity in Everyday Life: Bias, Fearlessness & Basic Human Goodness	Oct 22	9	22	335
Contentment in Everyday Life	Nov 03	18	72	302
The Sakyong's Birthday	Nov 15		13	55
Awakening Prosperity in Daily Life	Nov 21	1	37	153
6th Annual Holiday Shambhala Thanksgiving Dinner	Nov 27		5	14
Community Nyinthun	Nov 30	1	3	32
Learn to Meditate Workshop: Turning the Mind into an Ally	Dec 06	2	46	165
The Shambhala Principle: A View of Social Change	Dec 12		22	13
Shambhala Prison Program	Dec 14		1	14
Community Solstice Celebration (Children's Day included)	Dec 20		5	19

Community Nyinthun	Dec 28		2	24
--------------------	--------	--	---	----

- **Blog posts this month**

- **Little changes that add up to enlightened society** - November 9, 2014 by John David Smith
- **Portland Shambhala at the People's Climate March** - October 9, 2014 by Corey Adkins
- **Meditators you can sponsor** - October 7, 2014 by John David Smith

Practice & Study

[Natural Bravery](#) – Oct. 17-18 – 18 participants.

[Diversity in Everyday Life](#) - Oct. 22 – Dec. 3 – 11 participants.

[Shambhala Training Level V](#) - Oct. 24-26 – 12 participants.

[Contentment in Everyday Life](#) - Nov. 3 – Dec. 1 – 18 participants.

Ikebana – We are beginning to record and track the Ikebana creators on our Events Spreadsheet so that those coordinating programs are aware of who has created the Ikebana for each program and can acknowledge their contribution as we do for all other staff.

Guide Training in Seattle – Seattle is offering a Guide Training on Jan. 16-18. Those in Portland who are planning to attend include Corey Adkins, Carol Lieberman, Janie Paige, David Engelbrecht, Aletha Eastwood, and Jay Stevens.
ADD (from Lisa) - Caitlin, Abbey, Nora

Queer Dharma Retreat – The 2015 retreat is scheduled for June 26-28, 3 full days at the Center, with Craig Smith and Julia Sagebien as teachers. We will publicize it regionally on the West Coast and hope to attract twice as many participants as this year. Over the next year, we will try to recruit co-sponsors and raise funds to hold the 2016 retreat at a residential facility.

MI Coordinator – We have asked 3 people to replace Lee in this position, and all have declined. We are considering finding someone to just do the matching of students with MI's, with Rayna taking on the organizing of MI meetings. As of Nov. 17, Kristen Mullen is considering taking on the role, perhaps all of the responsibilities. She will make a decision sometime after Thanksgiving.

General Programs and WOS Coordinators – Michaela has taken on the duties of the General Programs Coordinator for the time being. She has spoken with James Curran about stepping into that role or as WOS Co-Coordinator with Jay. James is staffing CIEL while Jay coordinates it in order to get familiar with program coordination and working with Jay. After James gets some experience and we all evaluate that, he will decide which of those two roles he wants to take on.

Societal Health & Well Being

Director (Jason):

Working with calendar group and pub team to further streamline communications. Beginning to input 2015 dates into the events spreadsheet.

Coordinating Shastri Hines' Shambhala Principle program with Doug McCanne - currently working on publicity and book sale promotion with Carol Lieberman.

Initiated conversation about marking the Sakyong's birthday during community practice on Sunday the 16th. Publicity made it in time for the Sunday newsletter.

Working with Shastri Ethan Nichtern on a book tour visit and Level I training in May.

Queer Dharma (Jason & Michaela):

Approx. 18 attendees for Michaela's November 2nd talk, The Sun Also Rises. \$52 in donation.

Queer Dharma team Meditation Marathon pledges = \$432 Total

Next month's talk: Bumps and Boulevards with Jay Stewart

Family Council (Mark Douglass):

A couple more family meetings this month. Juan Carlos La Puente and his wife, Rae Anne, will assist with our solstice tale at the winter festival/children's day celebration. Also, Kim McCoy and Shastri Rayna will work on a naming ritual for Kim's daughter at the festival - exciting!

Winter Festival/Children's Day will occur Saturday, Dec. 20, from 4-8 pm. Schedule:

4:00-5:30 dinner potluck and craft table

5:30-6:00 cleanup and transition

6:00-7:00 celebration and cultural offerings

7:00-8:00 dessert and cleanup

Young Meditators (Corey):

Young Meditators met on 10/9 and 10/23. On 10/9 a more practice oriented session was held, led by Rob Meeker. On 10/23 I lead a session where we discussed and explored polarization and disagreement. Attendance has been good, a little tapered off from September.

Heart of Recovery (AJ & Ruth):

Ruth will be leading the next Heart of Recovery on November 19th. An email will be sent on Wednesday November 12th, to those who have attended, highlighting the topic for the upcoming meeting. There will be a continuation from the previous session on how meditation alone does not seem to stop addiction, but instead, one must create conditions that are conducive to their success in recovery. The main topic for the evening will be taken from Kevin Griffin's book, *One Breath at a Time* and looking at different aspects of steps 1-3.

Diversity (Michaela):

Diversity in Everyday Life Class - Begun on Oct. 22, Annie and Erica are teaching this and Michaela is the MI. There are 11 participants, in addition to staff. Annie and Erica are doing an excellent job of bringing attention to how indispensable it is to address issues of diversity in order to create an enlightened society. Participants are deeply engaged.

Kalapa Council - Acharya Adam Lobel presented the Diversity Working Group's video appeals to the Kalapa Council last month. After viewing the appeals, members voiced interest, and some even enthusiasm, in viewing the two recorded talks on diversity by Acharya Judith Simmer-Brown and beginning the work of looking at themselves and Shambhala in terms of diversity.

Aging, Death & Dying (Ann):

Ann Cason to give a talk for Shambhala Online on the subject of Dementia, March 8th. Would like to give it to a group rather than talking to a hole in my computer. If the time is available could advertise it and try to get people to come, could also make it part of the aging group series.

Ann and Jack conducting a mandala-wide survey on behalf of the Aging Mandala.

Community Care (Amy):

Amy organizing care needs for John Light and Happy Barnes.

No Longer Alone (David) - On indefinite break**Deleks (Aletha):**

Drala Hikes (Liz):

Culture & Decorum

Kasung: Good campaign with Acharya Ferguson last month. Still trying to post on Tuesdays. disturbed by recent new theft in shrine room.

Council Secretary

Director Review: Organized subcommittee, confirming membership. Met with David to fill him in on the situation leading to John's appointment. Organized first meeting of the full subcommittee, where we made some decisions regarding the review, which we then subsequently communicated to Council for approval. Did subsequent email work to prepare parts of the process- the survey is complete pending any edits that need to be made based on some subsequent conversations.

Process is currently on hold, pending some discussion with Jane Arthur, who helped design the process, and with Lisa. We hope to have a process to present to Council by the end of the month, and with approval, will begin work on it. This timeline will put completion somewhere towards the end of January.

Met with Brian Landever to discuss how to help him out with getting the Timebank restarted. We discussed some ideas of using it as a way to link up the Young Meditators and the Aging Mandala, which could be a seed group to spur wider use of it by the community. We reached out to Ann Cason to broach the idea. Brian will begin filing monthly reports to Council on the Timebank to me beginning in December.