

## **PSMC Council Meeting Thursday, April 16th, 2015**

### **Agenda**

*Attendance Members present:*

*Members absent:*

Sit; Contemplation, raise Windhorse

Check in

Prioritize Agenda

Questions/discussion from Reports

### **Agenda Items- High Priority**

Items that need to be accomplished this meeting.

- Review David Engelbrecht's Proposal
  - *Our membership coordinator, David Engelbrecht, submitted a proposal to start a Social Outreach Group in our center. This would be a group that would give room for community members to pursue their own projects and ideas related to social outreach, connect together and share energy and interests.*
  - Discussion was had about the group, what it might do, where it fits within our current organizational structure and how it could be set up so that it doesn't need to move all its actions through Council or another Governance body.
  - The Council invited David to attend the next meeting in May to discuss the proposal further.
- First Quarter Financial Report First Quarter Budget vs Actual
  - *Jack Bodner presented our 1Q financial report. Some interesting notes- our attendance was higher than projected for programs, while our overall income was slightly lower than projected. The overall income per person for WOS seems to be lower than projected, which indicates a higher reliance on the Generosity Policy than expected.*
  - The Council discussed several specific items of the report, noting a few classes that did exceptionally well, such as the writing workshop held by Bill Scheffle.
- Proposal to study the calendaring process.
  - *John David Smith proposed to convene a subcommittee to study our calendaring process, comparing it with the way that others center handle this process. This process has been a significant drain on the time of those involved in it, as it is very intensive, and he proposes doing this as a way of potentially reducing that workload, as well as increasing collaboration between other nearby centers like Seattle.*
- Discussion on Public Notes, Blog Posts
  - *A discussion was had on the best methods for disseminating information to the Center Members about Council Meetings, with the desire to maintain or increase*

*transparency while still being conscious of what needs and what does not need to be shared.*

- **Proposal-** Use the form that was tried in the March Public Notes for now. **Table** the discussion about the form of note distribution.

- **Council Approval**

## **Agenda Items- Moderate Priority**

Items that need to be accomplished soon, preferably this meeting.

## **Agenda Items- Low Priority**

Items that can be discussed/accomplished if time allows.

## **Member Reports:**

### **Director**

Supported the Arts Council with the planning and manifestation of our Spring Nyida Day event, "Creative Bouquet" with an exhibition, performances and a dharma art talk. It was well attended, approx 25+ and very well received.

Calendar Group clarified all dates and date changes needed for 2015 and communicated to the Pub Team/Scheduling. We are also continuing to work on our process; we will hold monthly meetings as needed to discuss Calendar needs, edits, proposals etc. We hope this will help us to plan ahead, be more proactive and less reactive and to be able to communicate timeframes to those needing info or making proposals.

Key Bank transition to new signatories completed, Jack now has access as our Chagdzo.

Worked with Corey on the agenda/schedule with input from Council, and facilitation for our Council Retreat 3/29/15, hosted by Bettina.

Met with David Engelbrecht to discuss the proposal for creating a Social Outreach group at the Center to begin this Fall 2015 (see link above). If approved I will co-host the initial meeting and support David throughout the process.

Helped with the planning for the Parinirvana Celebration; about 25 in attendance. We had a nice Feast, stories and practiced the Sadhana of Mahamudra together.

Council Arts Seat sub-committee worked on communications to the Arts Council regarding process and questions from the Council in order to move forward to next step. Arts Council is discussing, we are awaiting a response.

## Finance & Chagdzo

See First Quarter Financial Report Above.

I have had good individual meetings with all of the finance team members: Abbey, Carol, Maralena and, needless to say, Alice. One concrete result of the meetings is that Carol is taking on some of the detail of preparing the deposits, which will help her get data faster which she needs for tracking dues and also bookstore purchases. This also will reduce some of the workload on Abbey and insure that we have timely and regular deposits.

## Communications

### Overall administration

- Wrapping up a report on the [Mailchimp project report & tips for next gen](#)
- Working with Kristen Mullen and Bettina Hetz on the Michael Gayner and Steve Seely visit, initially trying to help clarify the copy and then working with them all on the purpose of the events. Following up on a hunch that most people in Portland have never been to any land center (and so needed some education on their purpose) I pulled the following numbers from the new statistics database. I think it might have implications along several directions. What stood out for me was that:
  - 60% of our 116 members have never been to a land center
  - 94% of our 100 “friends” have never been to a land center

Ever registered at a Land Center	Ever registered at another Center	Ever registered in Portland	Mailing List	Friends	Members	Non-members	Ex-members
Yes	Yes	Yes	4	2	42	3	0
		No	1	1	1	0	0
	No	Yes	3	2	4	2	0
		No	5	1	0	0	1
No	Yes	Yes	25	23	20	4	2
		No	283	9	9	12	0
	No	Yes	1,179	62	40	14	1
Total			1,500	100	116	35	4
Yes	Yes	Yes	0.3	2.0	36.2	8.6	0.0
		No	0.1	1.0	0.9	0.0	0.0
	No	Yes	0.2	2.0	3.4	5.7	0.0
		No	0.3	1.0	0.0	0.0	25.0

No	Yes	Yes	1.7	23.0	17.2	11.4	50.0
		No	18.9	9.0	7.8	34.3	0.0
	No	Yes	78.6	62.0	34.5	40.0	25.0

## Communications profile

- **Readership for popular or Recent blog posts**

Readership for popular or Recent blog posts - last 6 weeks

date	page views	Minutes on page	Post_Title
2015-03-31	65	5.0	Spring Nyida Day Celebration— Creative Bouquet
2015-03-20	73	3.2	Meditations from Antarctica, by Amina Kirby
2015-03-15	69	2.7	An Offer and a Request to the Portland Shambhala Community
2015-03-04	24	4.6	February Council Meeting Summary and Meeting Notes
2015-03-02	35	1.3	From last Tuesday's Open House, "Habitual Patterns"
2015-02-23	45	2.0	How does it feel to have Parkinson's Disease – Revisited
2015-02-08	18	2.8	Community aspiration and town hall
2015-02-08	49	1.0	Tibetan New Year – Losar (Shambhala Day)
2015-02-06	14	1.5	Stay in touch
2015-01-31	6	8.0	January Council Meeting Summary and Meeting Notes
2015-01-08	6	0.9	Why meditate?
2014-12-28	6	7.2	Upcoming arts happenings
2014-10-01	5	0.6	Encountering Ageism, Resisting Impermanence
2014-08-11	7	18.4	Queer Dharma Approaches First Weekend Retreat - Reflections by Co-Coordinator Jason Bray
2014-06-29	12	2.7	How to keep on helping
2014-06-22	5	18.6	Reflections on the Ziji Collective Global Leadership Summit
2014-05-09	6	0.5	Introducing occasional contributions by Dale Bennett
2013-12-09	5	2.1	Lisa Stanley teaching people to sit still 5 minutes a day
2013-11-01	7	2.1	Honoring a 21st Century Samurai

- **Website changes this month**

Apr 9, 2015 - David - Updated Drala Hike web page

- Added (under PDF) a quick reference Drala Hike schedule list with links to program pages

Apr 4, 2015 - John - Update Ikebana page “featured photo”

- Identified the most-popular photo on Facebook and used it as the featured photo on the Ikebana page

Apr 3, 2015 - John and David - Heart of Recovery web page update

- fixed image

Apr 3, 2015 - John and David - Drala Hike web page update

- added image and PDF for 2015 Drala Hike

Apr 2, 2015 - David - Heart of Recovery Web Page Update

- added image

Apr 2, 2015 - David - Blog Update

- added featured image to Spring Nyida Day Celebration— Creative Bouquet blog

Apr 1, 2015 - David - Drala Hike Web Page Update

- Delete 2014 Schedule
- Added 2015 Drala Hike Schedule Coming Soon

Apr 1, 2015 - David - Updated Heart of Recovery Web Page

Mar 20, 2015 - David - Blog updates

- added featured image to feb council meeting summary and meeting note blog
- added from last tuesday’s open house, “habitual patterns” blog

Mar 24, 2015 - John & David - Update details on Membership page

- Remove “practice of community” from page title
- Specify Practice of Community/society in the community commitments section

• **Consolidated email publications report -- from Mailchimp and the SDB**

Date	Message From	Total Recipients	Stats	Subject
Mar 02	Pub Team	1295	26.49% / 5.17%	Newsletter: Who Am I? The Basic Goodness of Being Human; Shambhala Training Level I; Spring Arts Festival; Shambhala Training Level II
Mar 06	Michaela McCormick	230		Cook for Portland Spring Weekthun?
Mar 09	Pub Team	1296	26.02% / 4.94%	Newsletter: Who Am I? The Basic Goodness of Being Human; Shambhala Training Level I; Spring Arts Festival; Shambhala Training Level II
Mar 10	Michaela McCormick	20		Coordinate Feast for Parinirvana?

Mar 12	Abbey Pleviak	119		next Shambhala weekend retreat: Level II: Birth of the Warrior, begins this FRI, March 27
Mar 12	Abbey Pleviak	1432		Shambhala Spring Arts Festival: Creative Bouquet! On Sat, March 21
Mar 15	Pub Team	1297	19.44% / 0.85%	This Month at Shambhala - March/April gatherings, programs, and events
Mar 16	Pub Team	1296	22.16% / 4.09%	Newsletter: Spring Arts Festival; Shambhala Training Level II; Parinirvana Day; Learn to Meditate Workshop; Spring Weekthun;
Mar 17	Abbey Pleviak	1433		Shambhala Class: Learn to Meditate Workshop: April 4th
Mar 17	Abbey Pleviak	1433		Shambhala Spring Weekthun: Lojong and the Practice of Enlightened Society: in April
Mar 18	Abbey Pleviak	1425		Shambhala Arts Festival: Creative Bouquet: Performance, Art, Reception: this Saturday 21st at 3pm
Mar 21	Lisa Stanley	15		Ikebana Class tomorrow
Mar 22	Michaela McCormick	19		Coordinate Feast for Parinirvana?
Mar 23	Pub Team	1281	23.73% / 3.59%	Newsletter: Shambhala Training Level II; Parinirvana Day; Learn to Meditate Workshop; Spring Weekthun; Ashe Mahamudra Retreat
Mar 24	Michaela McCormick	230		Deadline to Register for Spring Weekthun
Mar 24	Abbey Pleviak	15		Shambhala Reminder: Preparation for ESA: Spring Weekthun is April 11-17
Mar 24	Abbey Pleviak	1418		Parinirvana of Chögyam Trungpa Rinpoche Celebration and Sadhana of Mahamudra Feast
Mar 25	Abbey Pleviak	3		Shambhala class Level II: Birth of the Warrior: Check In begins at 6:30 pm on Friday, March 27
Mar 25	Abbey Pleviak	5		Shambhala class Level II: Birth of the Warrior: Check In begins at 6:30 pm on Friday, March 27

Mar 30	Pub Team	1284	22.90% / 4.67%	Newsletter: Parinirvana Day; Learn to Meditate Workshop; Spring Weekthun; Ashe Mahamudra Retreat
Mar 30	Michaela McCormick	218		Heart of Kasungship in Eugene
Mar 31	Lisa Stanley	15		Ikebana workshop at Coast
Apr 01	Michaela McCormick	231		Parinirvana of Chögyam Trungpa Rinpoche
Apr 02	Abbey Pleviak	5		Shambhala class Learn to Meditate: Check In begins at 8:30am on Sat, Apr 4
Apr 02	Abbey Pleviak	15		Shambhala class Learn to Meditate: Check In begins at 8:30am on Sat, Apr 4
Apr 03	Michaela McCormick	231		Calligrapher Needed for June Vows
Apr 06	Pub Team	1290	23.33% / 4.26%	Newsletter: Spring Weekthun; Ashe Mahamudra Retreat; Drala Meditation Hike: Lower Deschutes River;
Apr 07	Abbey Pleviak	9		Seeking Billeting for Two for the Weekthun
Apr 08	John Smith	55		Ashe Mahamudra Retreat with Acharya Susan Chapman April 24th—April 26th
Apr 09	Michaela McCormick	17		Recommendations for Students Taking Refuge and Bodhisattva Vows
Apr 09	Michaela McCormick	217		Provide a Dinner for Weekthun?
Apr 09	Abbey Pleviak	24		Kasung Class Offered in Eugene starts next week!
Apr 09	Abbey Pleviak	11		Shambhala Weethun: Check In begins at 8am on Sat, April 11
Apr 09	Abbey Pleviak	7		Shambhala Weekthun: Check In begins at 8am on Sat, Apr 11

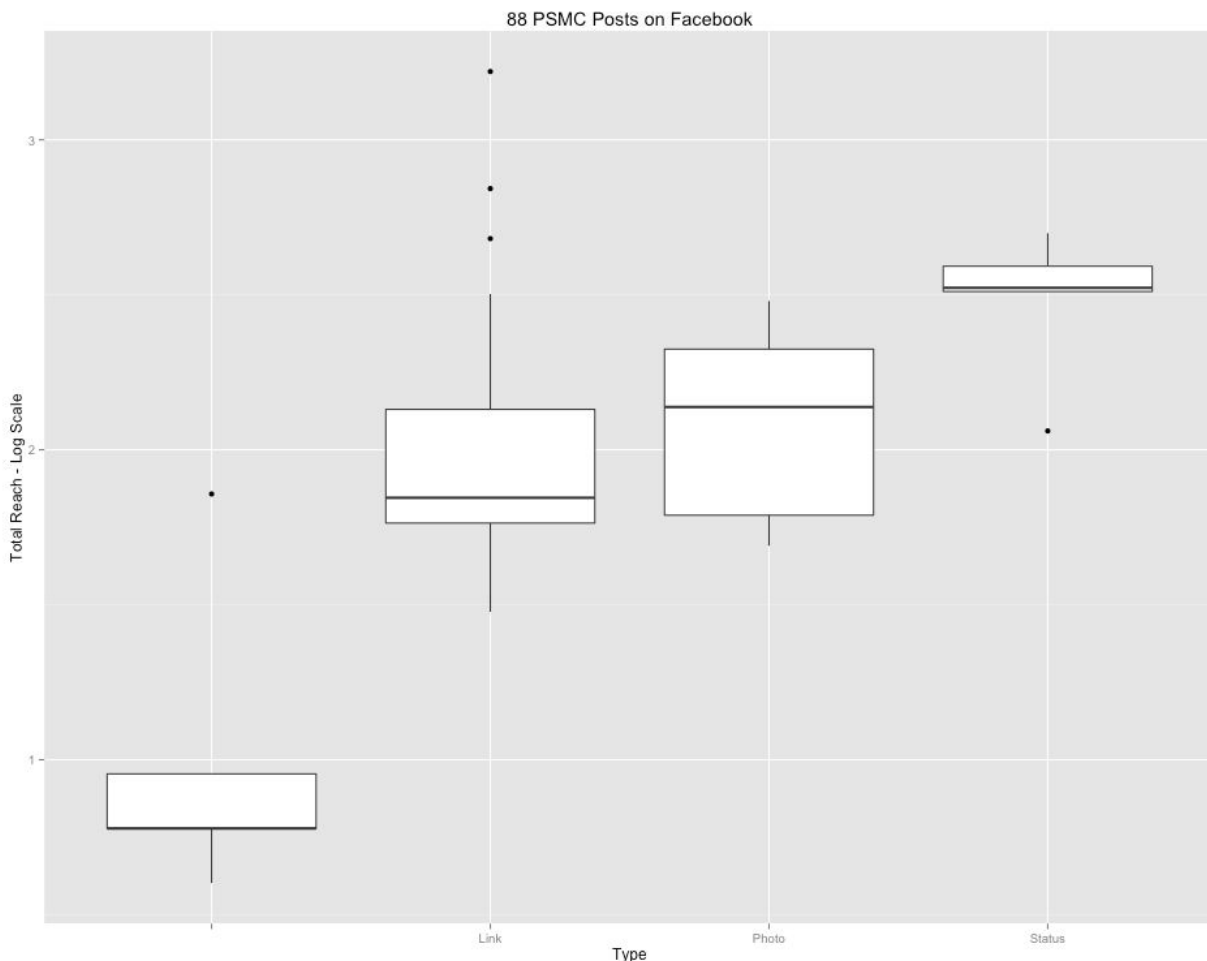
- **Registration and Website Activity**

Here are currently running and upcoming programs together with the amount of attention “pageviews” that they are getting on our website.

name	date	registr ation	last week views	total views
Parinirvana Day CTR	Apr 04		24	121
Learn to Meditate Workshop: Turning the Mind into an Ally	Apr 04	20	46	313
Spring Weekthun: Lojong and the Practice of Enlightened Society	Apr 11	18	84	322
Vajrayana Practice Intensives	Apr 18		8	12
Sadhana of Mahamudra	Apr 18		14	24
Ashe Mahamudra Retreat	Apr 24	15	36	105
Shambhala Training Level I: The Art of Being Human	May 15	5	62	181
Shastri Ethan Nichtern Book Tour Talk & Signing Event	May 17	8	34	90
Rigden: Unconditional Confidence	May 29	13	16	61
Refuge Vow Program	Jun 01		10	30
Sadhana of Mahamudra	Jun 02		1	2
Bodhisattva Vow Program	Jun 03		6	20
Wisdom and Compassion: The Bodhisattva Path	Jun 05		18	63
Vows Ceremony	Jun 07		9	21
Great Eastern Sun	Jun 12	1	1	18
Members' Event	Jul 04		1	2
Community Nyinthun	Jul 12		2	6
Shambhala Training Level II: Birth of the Warrior	Jul 24		2	15
Learn to Meditate Workshop: Turning the Mind into an Ally	Aug 01	2	2	7

- **Facebook**

I'm continuing the effort to integrate all of the different channels that the Shambhala Center uses to communicate with the public. Here are [some preliminary results](#). One highlight is the following box plot which compares reach by type of post (reach is how many people would have seen something that we post). "Status" messages have a greater reach by far than any other type of posting. (In a box plot half of the observations are inside the box and a quarter each are above and below the box, so the plot shows that few photos or links reach as many people as any of our "Status" messages.)



The box plot is shown on a log scale, so 1 represents 10, 2 represents 100, and 3 represents 1,000. With this difference in the readership of the different "Types", here's an experimental and topical status message:

*Shhh! The Portland Shambhala Center is closed all week, except for the diligent meditators participating in our Spring Weekthun: Lojong and the Practice of Enlightened Society. More than 20 people are exploring the Lojong slogans, a revered and time-tested collection teachings from the Mahayana tradition of Buddhism. These*

*slogans help us extend love towards ourselves and compassion towards others, both essential elements of creating enlightened society. If you aren't one of the 20, you could look them up on Wikipedia or in Pema's "Start where you are" book and meditate as much as you can!*

## **Practice & Study**

[Spring Weekthun](#): April 11-17, 18 registered.

[Ashe Mahamudra Retreat](#): April 24-26, 15 registered.

[Shambhala Training Level I](#): May 15-16, 8 registered.

[The Road Home: Talk and Book Signing with Shastri Ethan Nichtern](#): May 17, 13 registered.

[Rigden: Unconditional Confidence](#): May 29-31, 13 registered.

*Refuge and Bodhisattva Vows*: We have potentially 22 people, depending on recommendations from their MI's, who will take one or the other vow, 10 for bodhisattva and 12 for refuge. Brian Landever will coordinate the whole vow process once Michaela has completed the preliminary planning.

## **Societal Health & Well Being**

### **Director (Jason):**

Met with Ruth Hampton to work on Heart of Recovery communications. New copy has been added to the website and Heart of Recovery now has a functioning mailchimp list and a facebook page.

Working out the details for Shastri Nichtern's visit in May. Publicity going out - making lots of personal appeals. Jay Stewart (who is an AD for Level I) and Doug McCanne have agreed to host Ethan during his visit.

Catching up on program proposals - see Aging Group report.

### **Queer Dharma (Jason & Michaela):**

Approximately 15 people in attendance for Michaela's talk titled "Grace in Defeat." More than \$30 left in donation. Lots of interest in upcoming programs - specifically Ethan Nichtern's visit.

Michael and I were interviewed on Out Loud radio on KBOO 90.7FM on April 7th.

**Family Council (Mark Douglass):**

I will have a conversation with Kim McCoy on 4/19 regarding possible transition of leadership for Family Council.

**Relational Meeting/Listening Team (Mark Douglass):**

We have eight people confirmed as participants on the team so far. Conversations with 3-5 more to round out the group.

**Young Meditators (Corey):**

Young Meditators met on March 26th and April 9th.

On March 26th, Stephen Jensen facilitated his first meeting for the group, leading discussion on a reading from a book by John Kabat-Zinn. Attendance was good, and it was a lively discussion.

On April 9th, a "Sparks" meeting was held to generate more ideas for meetings for the group. Attendance was light, which we think was partially due to an unexpected sunny day, and partially due to talking 'about the group' not being a very accessible or interesting topic for newcomers. It turned into a more informal discussion about how such brainstorming should be done, with a decision to try out having more guided discussions about ideas happen on a regular, possibly monthly basis after a meeting. Some ideas for summer meetings were generated- BBQs, picnics, campouts.

**Heart of Recovery (Ruth):** Big changes! All of our online and publicity material has been rewritten. The mission and purpose have been clarified and refined. Exciting spring energy! Beginning in May, we'll be offering 2 session per month and discussions will focus on *Start Where You Are* for the next several months. Gardner Murphy will be assisting with leading Tonglen. He's been a leader in our group in many ways, but has had a relaxed approach to it. AJ is currently taking some time away from facilitating to take care of personal issues. Keep her in your heart and tonglen practices. When she's ready, we're glad to have her back.

**Diversity (Michaela):**

On March 31, Michaela spoke on the phone with Jane Arthur who is the member of Shambhala International's Kalapa Council who oversees the land centers. Jane solicited Michaela's ideas on educating land center staff about transgender issues toward helping them accommodate the needs of transgender people with regard to name and pronoun use, registration form categories, dormitory and bathroom/shower assignments, etc. Michaela sent her Michaela's essay on "Gender Identity in Shambhala" that was published in the December issue of the *Shambhala Times*, as well as the booklet on accommodating transgender people at meditation and retreat centers that was produced by a group of transbuddhists in New York. Jane will schedule a phone conference with land center staff and Michaela when Michaela can talk with them all about these issues.

### **Aging, Death & Dying (Ann):**

Ray Sten and I met with Diane McQueen and Jean Ellen Hertzog about the Andrew Holecek conference in October. We are still looking for the right venue and should have something by end of week. Also, I turned in a request for a class to prepare for the Graceful Exits week-end. We will call it Preparing to Die based on Andrew Holecek's book of the same name. We will advertise the class with publicity for the program. The proposal is for 5 Monday nights in August, 7 to 9 pm at the center. We suggested \$50 price, but Micheala told us it should be 98 or 115 depending whether it is 4 or 5 nights. That is fine with generosity policy. I am thinking we might offer people taking the week-end a package deal and also let people into the class who aren't taking the week-end. I am not sure about this.

Ray Sten has agreed to coordinate and Nancy Smith also has come on board.

Nancy Smith and Christine Siemes are also coordinating the Portland Aging Mandala's next meeting which will be at Nancy's house on May 16<sup>th</sup>,

### **Community Care (Amy):**

#### **No Longer Alone (David) - On indefinite break**

#### **Meditation Warriors Book Group (David)**

### **Deleks (Aletha):**

#### **Drala Hikes (Liz):**

Drala Hikes are on the calendar and being publicized on facebook. Next hike scheduled for Saturday April 25th on the Lower Deschutes River.

### **Culture & Decorum**

#### **Kasung**

#### **Council Secretary**

Helped organize March Council Retreat.

Re-did the Leadership billboard- new bios, added more info including the Town Hall notes and

the Leadership Calendar.