

**PSMC Council Meeting Thursday, December 17th, 2015**  
**Agenda**

*Attendance Members present: Dan Rubin, Jack Bodner, Lisa Stanley, Michaela McCormick, John Smith*

*Members absent: Corey Adkins, Bettina Hetz, Jason Bray*

Sit; Contemplation, raise Windhorse

Check in

Questions/discussion from Reports: No comments or questions.

Prioritize Agenda

**Agenda Items- High Priority**

Items that need to be accomplished this meeting.

- 2016 Budget Final Review and Approval
  - *At the end of the year it is the responsibility of the Council to approve the draft budget for the 2016 that is created by the Chagdzo/Finance Director.*
- Short Update on Director of P&E Search?
  - (Suggested at Council Retreat)

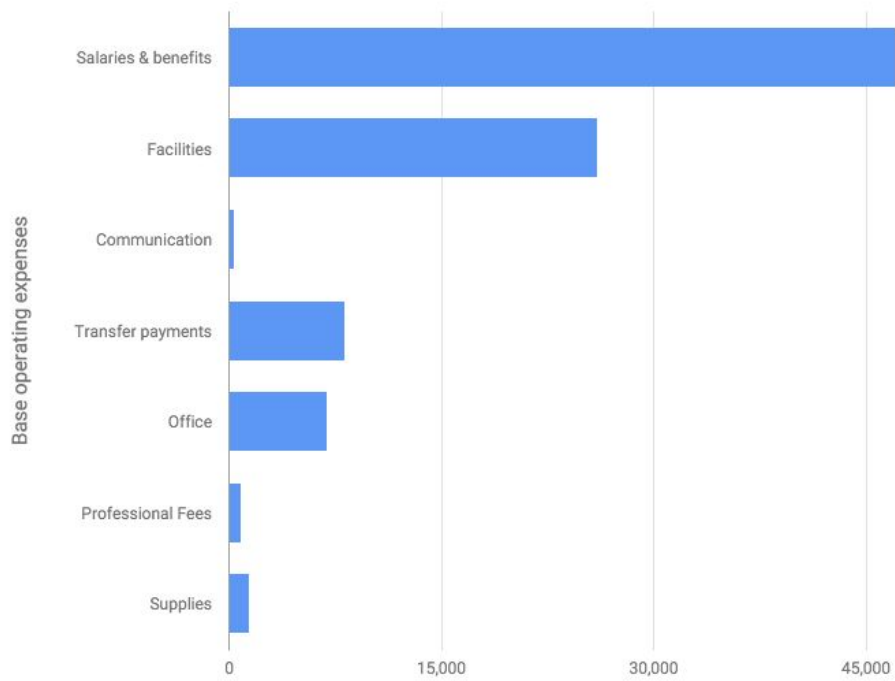
**Agenda Items- Moderate Priority**

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

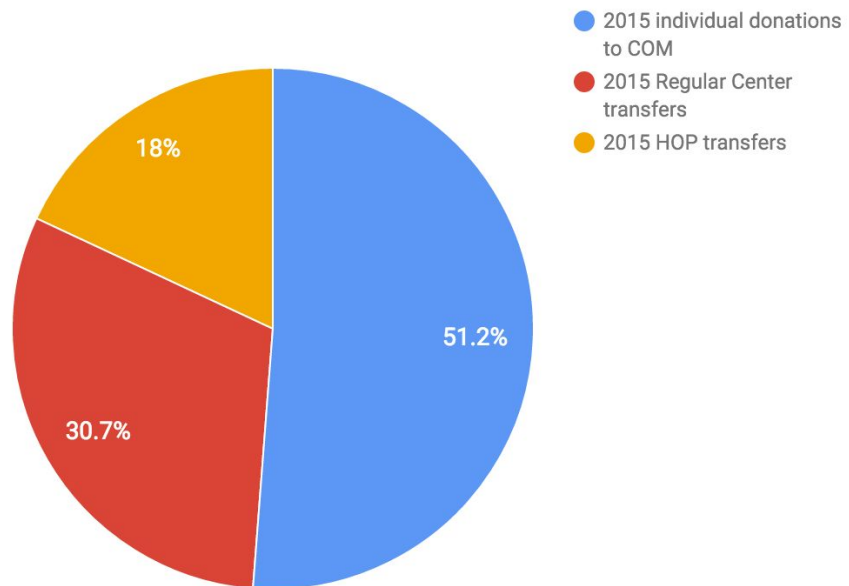
**Minutes:**

- 2016 Budget Final Review and Approval
  - Discussion:
    - Program budget changes as classes are added to the Calendar. Typically we add programs but don't subtract (cancel) programs. Since there is very little room on the schedule, not many programs can be added.
    - [Dues projection](#): what has been the increase in Monthly dues during 2015? Discussing the logic of Tab #8
    - Key Operating Ratio is % of base operating expenses are covered by Dues and Donations. Idea is to not be overly reliant on program income. Portland's Key Operating Ratio has been roughly stable. Salaries and

Benefits are about 52% of the budgeted base operating expenses.



- Looking at expenses as a percent of total projected of \$91,213.
- For “Total 6300 · Program Expense” budget strategy: increasing program revenue while decreasing program expenses as affected by the kinds of programs offered.
- Looking at Transfer to Center of the Mandala. More than half are direct individual donations from individuals to the center of the mandala. The sources are as follows:



- Abbey's hours. Her role is very important for Center operation. Lisa is interested in having a set of designated hours for Abbey. Strengthening administration will lead to increased revenues and increased ability to relocate.
  - **Decisions:**
    - Plan to approve transfer to the center of the mandala budget as shown in the proposed budget, but make further decisions about increasing transfers early in 2016 and again quarterly.
  - **Action Items:**
    - **Broad agreement:** Increase Abbey's 2 hours and 4% hourly wage as described in Tab #7.
    - **Broad agreement:** budget is approved.
    - **Broad agreement:** price changes are effective March 1, 2016.
- Short Update on Director of P&E Search
  - *There is an ongoing search to replace our outgoing Director of Practice and Education, Michaela McCormick. The Director of P&E is a Council seat that heads the Practice Pillar of our center, with responsibility over programming, staffing, and supporting teachers and practices. If you are interested in applying to this volunteer role, please email Lisa Stanley at [Lisa.Stanley@Portland.Shambhala.org](mailto:Lisa.Stanley@Portland.Shambhala.org).*
  - **Issues:** Committee met. approached potential people. No vajrayana members who are willing to step in. Two could be interested except for the council participation. Could divide the director role into some separate volunteer roles.
  - **Decisions:**
    - N/A
  - **Action Items:**

## Member Reports:

### Director

Salons - worked with Janie on structure of Salons, we will use the Sakyong's Sh Day Address as the basis for the conversations

Meetings with two possible candidates for Dir of P&E, so far no one has applied. There might be interest in taking on some aspect of coordination within P&E if we can't find a Director.

Michaela as Diversity Coordinator, Rusung and myself met with a community member to discuss their experience of racism and feeling unwelcome at the Center due to speech and actions in certain encounters. Has been added to Agenda but is an issue for ongoing discussion.

Initiated our inclusion in Amazon Smile program which gives a small percentage of sales to our Center whenever someone shops and elects to use the program. This sparked Anandi to offer a similar promotion at her store, Karuna.

We are in process of scheduling a meeting in early Jan. with Ashoka Credit Union to discuss what they could offer us for Financing a mortgage. Myself, Bettina, Jack and Doug will participate.

Supporting Abbey in the Arts programming/scheduling needs. Piloting some shorter workshops to see what kind of draw they have. Arts Council is

## Finance & Chagdzo

## Practice & Study

[Shambhala Training Level I](#) – Nov. 13-14, 16 participants

[Community Practice Training](#) – Nov. 20-21, 16 participants

[Bodhisattva Path Study Group](#) - Nov. 30, 20 registrants

[Learn to Meditate Workshop](#) – Dec. 5, 20 participants

[Shambhala Training Level V](#) - Dec. 11-13, 12 registrants

*Vajrayana Program, June 24-26, 2016* - Brian Callahan, from Vancouver, will direct this program.

*Program Staff and Coordinator Training* - Michaela will work with Corey, Abbey, and Linda Pardun to plan this training sometime early in 2016.

## Societal Health & Well Being

## Culture & Decorum

Children's Day Sat. Dec. 19th

Salons for December, Janie Paige coordinating - low response rate, consolidating hosts to fill tables

Community Practice training program included a talk by Culture and Decorum rep on the view of hosting and practicing creating a culture of kindness

## Kasung

Trident oral examination given by Kado Dan Peterson Sat. Dec 19th. Eugene and Portland kasung attending.

Planning underway for the Regional Annual Maneuvers program Jan 29 - 31, 2016. Timaree and Bruce Dodds, coordinating. Bettina Hetz - billeting.

New flag pole and base for the Trident banner purchased

## Council Secretary

- Corey is in Mexico!

## Communications

### Overview & current issues

- Publishing links to the Amazon Smile program and Anandi's site in the Newsletter might generate a bit of revenue, but it raises the question of advertising and whether we should provide the service to commercial entities and under what conditions.
- There was some confusion and uncertainty around setting up the **Khyung Dzong Regimental Dön Season Annual Maneuvers** in the calendar. Linda Pardun offered to prepare a Coordinator's Manual for the Kasung, but I wonder whether other groups could use the accumulated wisdom of the P&E sphere?
- The report on information technology activity and resources in the mandala has still not been submitted to the Sakyong, but we have been told that [the draft](#) looks good. It will be presented to him on January 7.
- Most of the forms on our website have now been converted to Gravity Forms, away from the more fragile Google Forms. Only [the teachers scholarship request form](#) remains to be converted.
- The converted [program evaluation form](#) generates an email message with a participant's comments. Who should receive the feedback? The individual teacher? the P&E Director? The Shastri?

### Overall administration

- The SDB/MailChimp interface still has a few bugs that are being ironed out. Several other Centers are now using the interface that was originally developed with Portland as a test site. Some bugs emerged when people are subscribed in MailChimp to both

Portland's and another center's newsletter.

- With most of the MailChimp bugs worked out we're beginning the process of moving more of our member and public email to MailChimp. That involves individual accounts for anybody sending large emailings. We've removed old email templates from the SDB.

### Communications profile

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

The post about Hillsboro group and the Member's party were the most popular during the last month:

| <b>Blog Post Title</b>   | <b>Date</b> | <b>Page Views</b> | <b>Avg Minutes on Page</b> |
|--|-------------|-------------------|----------------------------|
| Holiday Gift Drive 2015  | 12/12/2015  | 6                 | 4.22                       |
| My Meditation Practice and Living with Mental Illness: Part 1                            | 12/7/2015   | 19                | 4.81                       |
| Tea and meditation in Hillsboro  | 11/30/2015  | 35                | 2.81                       |
| Accepting small improvements   | 11/22/2015  | 25                | 2.39                       |
| Nice and dry on a dark and stormy Halloween  | 11/8/2015   | 68                | 2                          |
| How do you see it?   | 11/1/2015   | 26                | 2.07                       |
| October Council Meeting Summary and Meeting Notes  | 10/31/2015  | 18                | 5.47                       |
| Relationships and Parkinson's Disease  | 10/23/2015  | 10                | 1.05                       |
| Notes from the Director's HoP State of the Center Address                                | 10/15/2015  | 8                 | 4.63                       |
| Connecting MailChimp and the SDB at the Portland Shambhala Center                        | 10/9/2015   | 16                | 2.04                       |
| How much is enough?  | 10/6/2015   | 6                 | 7.26                       |
| Graceful Exit: preparing for a good death  | 9/30/2015   | 5                 | 0.1                        |
| Meditations from Antarctica, by Amina Kirby  | 3/20/2015   | 5                 | 1.55                       |
| Tibetan New Year – Losar (Shambhala Day)   | 2/8/2015    | 9                 | 3.07                       |
| Queer Dharma Approaches First Weekend Retreat - Reflections by Co-Coordinator Jason Bray | 8/11/2014   | 5                 | 0.91                       |
| Learning to accept people's care for me has been both a hard and a good thing            | 6/8/2014    | 5                 | 0                          |
| Jay Stewart works in a Group Art Show and Benefit  | 10/25/2013  | 6                 | 0.52                       |

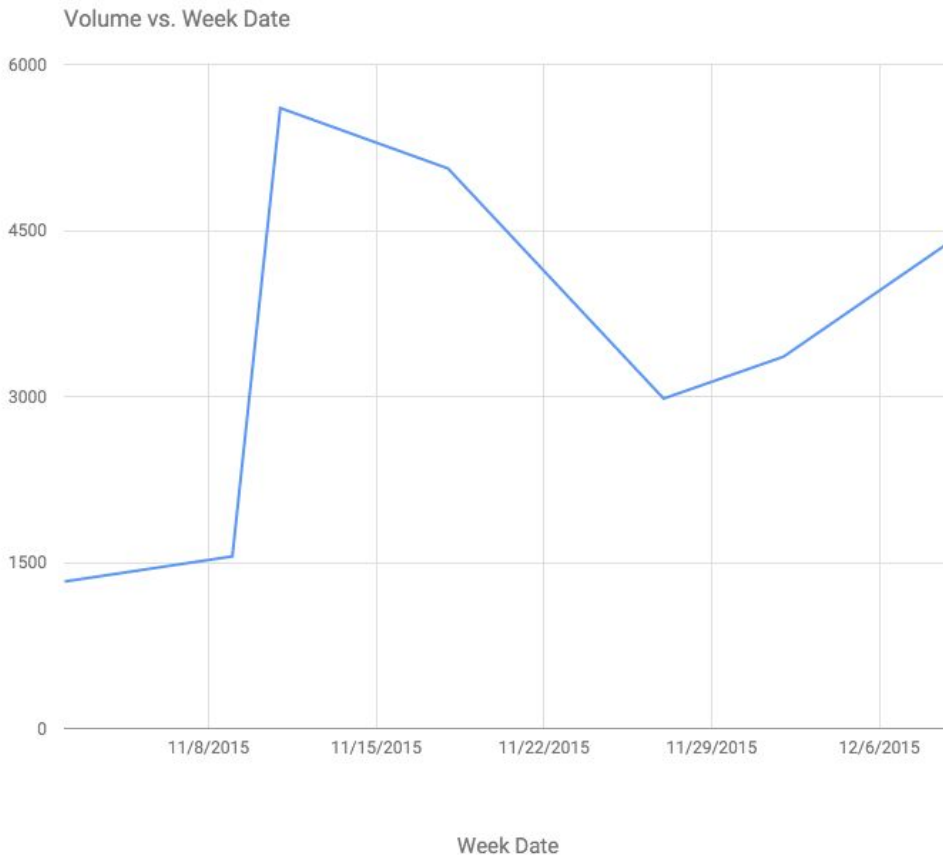
- **Website changes this month**
  - Dec 14, 2015 - John and David - Scholarship Forms update

- <http://portland.shambhala.org/community/members/scholarship-recommendation-form/>
    - Notifications go to Chagdzo
  - Dec 14, 2015 - John and David - Program Evaluation form
    - <http://portland.shambhala.org/class-or-program-evaluation/>
    - Questions:
      - Who gets notified? Currently Shastri Jacobson
  - Dec 8, 2015 - John - Remove Financial Policies PDF and change contact info
    - Jack requested that the PDF be removed from the finance reports page
    - Updated other language on the page at the same time
  - Dec 3, 2015 - John - Drop unused or outdated newsletter templates on the SDB
  - Dec 2, 2015 - John and David - Set up Lundquist Scholarship form in Gravity Forms
    - <http://portland.shambhala.org/community/members/irene-lundquist-memorial-scholarship-fund-application/>
  - Nov ??, 2015 - John - publish link to events spreadsheet in the Events proposal form
    - as per Calendar Team request
  - Nov 15, 2015 - David - Added Bodhisattva Path Study Group to Community/Groups and Programs and also created a web page

● **Consolidated email publications report for the month**

Overall SDB Mail volume suggests that on the SDB side we were quiet at the beginning of November, sent a huge amount of email before Thanksgiving, then got going in December:

| Week Date  | Senders | Messages | Volume |
|------------|---------|----------|--------|
| 11/11/2015 | 4       | 10       | 5606   |
| 11/18/2015 | 5       | 8        | 5060   |
| 11/27/2015 | 3       | 6        | 2981   |
| 12/2/2015  | 6       | 14       | 3359   |
| 12/9/2015  | 3       | 6        | 4404   |



These are the topics that most interested Newsletter readers this month. The Bodhisattva Path Study Group and the announcement regarding the passing of Acharya Lyon stand out. In general links to The Lions Roar are popular with our readers. This table only shows topics that received 5 or more clicks in a week. More [detail](#) is available.

| date sent         | Total Clicks | root url or program page  |
|-------------------|--------------|---|
| 11/23/2015        | 10           | <a href="http://www.lionsroar.com/our-real-home-death/">http://www.lionsroar.com/our-real-home-death/</a>   |
| 11/23/2015        | 6            | <a href="http://portland.shambhala.org/2015/11/22/accepting-small-improvements/">http://portland.shambhala.org/2015/11/22/accepting-small-improvements/</a>       |
| 11/23/2015        | 6            | <a href="https://dukefuqua.qualtrics.com/SE/?SID=SV_00VtdX268VuJL5b">https://dukefuqua.qualtrics.com/SE/?SID=SV_00VtdX268VuJL5b</a>                               |
| <b>11/30/2015</b> | <b>23</b>    | <b>Nov 30 - Bodhisattva Path Study Group</b>  |
| <b>11/30/2015</b> | <b>21</b>    | <a href="http://shambhalatimes.org/2015/11/25/the-passing-of-acharya-allyn-lyon-2/">http://shambhalatimes.org/2015/11/25/the-passing-of-acharya-allyn-lyon-2/</a> |
| 11/30/2015        | 13           | <a href="http://www.lionsroar.com/cry-justice/">http://www.lionsroar.com/cry-justice/</a>   |
| 11/30/2015        | 8            | <a href="http://www.lionsroar.com/3-heroes-5-powers-may-2013/">http://www.lionsroar.com/3-heroes-5-powers-may-2013/</a>   |
| 11/30/2015        | 7            | <a href="http://portland.shambhala.org/2015/11/30/tea-and-meditation-in-hillsboro/">http://portland.shambhala.org/2015/11/30/tea-and-meditation-in-hillsboro/</a> |
| 11/30/2015        | 7            | <a href="http://www.lionsroar.com/blue-evening/">http://www.lionsroar.com/blue-evening/</a>   |
| 11/30/2015        | 6            | <a href="http://portland.shambhala.org/program-details/?id=241614">http://portland.shambhala.org/program-details/?id=241614</a>                                   |



|           |    |   |
|-----------|----|---|
| 12/7/2015 | 12 | <a href="http://www.lionsroar.com/new-ethic-for-a-small-planet-march-2012/">http://www.lionsroar.com/new-ethic-for-a-small-planet-march-2012/</a>   |
| 12/7/2015 | 10 | <a href="http://www.lionsroar.com/she-who-hears-the-cries-of-the-world/">http://www.lionsroar.com/she-who-hears-the-cries-of-the-world/</a>   |
| 12/7/2015 | 9  | Nov 2 - Aging in Enlightened Society: The Landscape of Aging  |
| 12/7/2015 | 8  | <a href="http://www.lionsroar.com/smile-at-fear-pema-chodrons-teachings-on-bravery-open-heart-basic-goodness/">http://www.lionsroar.com/smile-at-fear-pema-chodrons-teachings-on-bravery-open-heart-basic-goodness/</a> |
| 12/7/2015 | 7  | <a href="http://portland.shambhala.org/2015/11/30/tea-and-meditation-in-hillsboro/">http://portland.shambhala.org/2015/11/30/tea-and-meditation-in-hillsboro/</a>   |
| 12/7/2015 | 6  | <a href="http://www.lionsroar.com/how-to-raise-an-emotionally-resilient-child/">http://www.lionsroar.com/how-to-raise-an-emotionally-resilient-child/</a>   |

Here is the detail on senders, subjects, recipients and open statistics of messages sent this month through either the SDB or MailChimp:

| Date       | Message Sender     | Subject  | Total Recipients | Stats          |
|------------|--------------------|--|------------------|----------------|
| 11/17/2015 | Deborah Kuprunas   | Welcome to Portland Shambhala Newsletter!  | 20               |                |
| 11/18/2015 | Janie Paige        | You are warmly invited to the Shambhala Sadhana Feast Next Friday!   | 213              |                |
| 11/19/2015 | Jason Bray         | Save the Date: Midsummer's Day Saturday June 18th!   | 1453             |                |
| 11/19/2015 | Abbey Pleviak      | Shambhala Community Practice Training -- begins tomorrow -- Friday, Nov 20   | 21               |                |
| 11/20/2015 | Jason Bray         | Children's Day & Winter Solstice Celebration - Saturday December 19th  | 1441             |                |
| 11/21/2015 | Michaela McCormick | Portland Shambhala Program Staffing Opportunities, Jan. - March, 2016  | 235              |                |
| 11/21/2015 | Michaela McCormick | Corrected Dates for Great Eastern Sun  | 235              |                |
| 11/23/2015 | Pub Team           | Newsletter: Mahayana Morning Liturgy Practice; Comm. Practice/Open House Talk; Annual Shambhala Thanksgiving Dinner; Ashe Society; Shambhala Sadhana   | 1331             | 22.97% / 2.33% |
| 11/24/2015 | Janie Paige        | Winter Solstice Salons!  | 131              |                |
| 11/27/2015 | Abbey Pleviak      | Shambhala Children's Day Helpers Needed!   | 1450             |                |
| 11/30/2015 | Pub Team           | Newsletter: Bodhisattva Path Study Group; Open House; Meditation Warriors Study Group; Learn to Meditate Workshop; Sunday Comm. Practice; Queer Dharma | 1321             | 23.61% / 5.24% |
| 11/30/2015 | Linda Pardun       | Seeking Coordinator and One Staff for Wisdom in Everyday Life  | 38               |                |

|            |                  |   |      |                 |
|------------|------------------|---|------|-----------------|
| 11/30/2015 | Linda Pardun     | Seeking Coordinator and One Staff for Meditation in Everyday Life   | 46   |                 |
| 11/30/2015 | Linda Pardun     | Seeking Coordinator and Four Staff for Level I  | 107  |                 |
| 11/30/2015 | Linda Pardun     | Seeking Coordinator and Four Staff for Basic Goodness III weekend   | 19   |                 |
| 12/2/2015  | John Smith       | Center Council recommends that The Sakyong re-appoint Lisa Stanley as Center Director   | 255  |                 |
| 12/2/2015  | Janie Paige      | Winter Solstice Salons!   | 131  |                 |
| 12/2/2015  | Pub Team         | New Email Template  | 1    | 100.00% / 0.00% |
| 12/2/2015  | Abbey Pleviak    | Shambhala class Learn to Meditate: Check In begins at 8:30am on Sat, Dec 5  | 4    |                 |
| 12/2/2015  | Abbey Pleviak    | Shambhala class Learn to Meditate: Check In begins at 8:30am on Sat, Dec 5  | 15   |                 |
| 12/3/2015  | Abbey Pleviak    | Arts Poll: Shambhala Art 4: Jan 8-10, 2016 and Shambhala Art 5: May 6-8, 2016   | 8    |                 |
| 12/3/2015  | Abbey Pleviak    | Arts Poll: Shambhala Art 4: Jan 8-10, 2016 and Shambhala Art 5: May 6-8, 2016   | 3    |                 |
| 12/3/2015  | Abbey Pleviak    | Correction Within: Shambhala Class, Learn to Meditate: SAT, Dec 5   | 19   |                 |
| 12/4/2015  | Abbey Pleviak    | Still Time to Register for Level V: OpenSky: Dec 11-13  | 13   |                 |
| 12/4/2015  | Linda Pardun     | Seeking Coordinator and Four Staff for Basic Goodness III weekend   | 91   |                 |
| 12/7/2015  | Pub Team         | Newsletter: Aging in Enlightened in Society; Open House Talk; Sadhana of Mahamudra; Young Meditator's Group; Shambhala Training Level V | 1329 | 22.52% / 4.37%  |
| 12/7/2015  | Abbey Pleviak    | Start the New Year Right with Meditation! Shambhala Open Programs, Free Sits, and Groups in 2016!                                       | 1458 |                 |
| 12/8/2015  | Deborah Kuprunas | Welcome to Portland Shambhala Newsletter!   | 7    |                 |
| 12/8/2015  | Deborah Kuprunas | Welcome to Portland Shambhala Newsletter!   | 25   |                 |
| 12/9/2015  | Abbey Pleviak    | Now You Can Give to Portland Shambhala with Amazon Smile!   | 1466 |                 |
| 12/9/2015  | Janie Paige      | RSVP Reminder: Special Member Event! Winter Solstice Salons   | 126  |                 |
| 12/10/2015 | Abbey            | Shambhala Children's Day Helpers Needed: Crafters,  | 1464 |                 |

|            |               |  |      |                |
|------------|---------------|--|------|----------------|
| 5          | Pleviak       | Quilts, a  |      |                |
| 12/10/2015 | Abbey Pleviak | Shambhala Training Level V: Open Sky: Check In Begins at 6:30pm on Fri, Dec 11   | 5    |                |
| 12/10/2015 | Abbey Pleviak | Shambhala Training Level V: Open Sky: Check In Begins at 6:30pm on Fri, Dec 11   | 7    |                |
| 12/14/2015 | Pub Team      | Newsletter: Mahayana Morning Liturgy, Open House, Meditation Warriors, Council Meeting, Winter Solstice and Children's Day, Ikebana Class Series | 1336 | 14.10% / 2.18% |

- **Registration and Website Activity this month**

December events have good registration numbers and plenty of web attention. There is healthy interest in MIEL starting on January 4th, but only one registrant. Other January programs seem to be generating interest as well.

| Program Name  | Date       | Registration | Page Views last week | Page Views total |
|---|------------|--------------|----------------------|------------------|
| Shambhala Training Level I: The Art of Being Human                          | 11/13/2015 | 20           | 2                    | 285              |
| Bodhisattva Path Study Group  | 11/30/2015 | 20           | 4                    | 131              |
| Learn to Meditate Workshop: Turning the Mind into an Ally                   | 12/5/2015  | 26           | 6                    | 336              |
| Open House Talk: Meditation; what keeps me coming back with Aletha Eastwood | 12/8/2015  |              | 26                   | 34               |
| Shambhala Training Level V: Open Sky  | 12/11/2015 | 12           | 24                   | 105              |
| Winter Solstice & Children's Day Celebration                                | 12/19/2015 | 0            | 27                   | 102              |
| Bodhisattva Path Study Group  | 12/21/2015 | 21           | 20                   | 39               |
| Vajrayana Practice Intensives   | 12/26/2015 |              | 1                    | 8                |
| Community Nyinthun  | 12/27/2015 | 3            | 11                   | 38               |
| Shambhala Sadhana Practice and Feast  | 12/28/2015 |              | 4                    | 11               |
| Learn to Meditate Workshop: Turning the Mind into an Ally                   | 1/2/2015   | 0            | 25                   | 50               |
| Meditation in Everyday Life   | 1/4/2015   | 1            | 42                   | 84               |
| AGING IN ENLIGHTENED SOCIETY: The Landscape of Aging                        | 1/11/2015  | 6            | 23                   | 29               |
| Wisdom in Everyday Life   | 1/13/2015  | 2            | 8                    | 44               |
| Level I: The Art of Being Human   | 1/15/2015  | 3            | 31                   | 66               |
| What Is Real? The Basic Goodness of Reality                                 | 1/22/2015  | 9            | 17                   | 47               |

|   |           |   |    |    |
|---|-----------|---|----|----|
| Kyung Dzong Regimental Dön Season Annual Maneuvers        | 1/29/2015 | 4 | 29 | 52 |
| Dön Season Mamo Chants                                    | 1/29/2015 |   | 1  | 4  |
| Neutral Day   | 2/8/2015  |   | 1  | 2  |
| Great Eastern Sun   | 2/27/2015 | 0 | 4  | 20 |
| Learn to Meditate Workshop: Turning the Mind into an Ally | 3/5/2015  | 0 | 3  | 5  |
| Spring Arts Festival                                      | 3/18/2015 | 0 | 1  | 1  |
| Level I: The Art of Being Human                           | 3/25/2015 | 0 | 1  | 4  |
| Community Nyinthun  | 3/27/2015 | 0 | 1  | 4  |
| Windhorse   | 4/8/2015  | 0 | 2  | 10 |