

**Regular Meeting**  
**Board of Trustees of the Center for Spiritual Living**  
**May 25, 2011 6:00 P.M.**

Present: Kay Carleton, Diann Durbin RScP, Keith Jefferson, Rev. Kathianne Lewis, Isolina Pommier, Ray Rebello  
Absent: Freddie Barrett, Cynthia Clay, Thomas Mead  
Non-voting: John Brodrick RScP, Operations Director; Heather LaneMcCants,  
Attendees: Executive Assistant; Denise McDonald RScP, Treasurer; Mia Pickering, Member Development Director; Kathy Galvin RScP, Practitioner to the Board

**Call to Order**

Diann Durbin called the meeting to order at 6:07pm.  
Kathy Galvin gave the opening prayer.

**Minutes Approval**

- Keith Jefferson moved to approve the minutes as amended for the regular Board of Trustees meeting April 27, 2011. Kay Carleton seconded. Kathianne Lewis abstained. Motion carried.

**Management Report**

Kathianne Lewis and John Brodrick gave the management report.

- On a global level, the staff is working to stay as efficient as possible.
- The octograph update was distributed and John Brodrick provided some highlights on Marketing, Education, and Operations.

**Strategic Plan Report**

Isolina Pommier gave an update on the strategic plan.

- The team is working on integrating the strategic plan goals and balancing forward-looking with day-to-day business.
- Looking forward to the Board update sometime in the next month.

**Financial Report**

Denise McDonald gave the financial report.

- April 2011 was a pretty good month. The team is working to reduce costs and generate income.

**Emerging Issues**

- Kay Carleton presented a letter received from Karen Mallonee. The board discussed the letter. Kathianne Lewis moved to draft a letter of response to Karen Mallonee and to share the letter with Create a Better World committee for a response as well. Ray Rebello seconded. Motion carried.

**Old Business**

**Permanent Occupancy**

Diann Durbin provided an update on obtaining permanent occupancy, on behalf of Thomas Mead.

- Gabbert Architects has delivered the revised plans.
- We should receive comments by June 18, 2011.
- We should have permanent occupancy by the deadline of August 8, 2011.

## **New Business**

### **Gourmets for God Gala**

- John Brodrick reported on Gourmets for God. So far \$12,000 has been raised.

### **Marketing Discussion**

- Kathianne Lewis requested input on marketing to increase attendance.

### **Member Development Report**

Mia Pickering gave the Member Development Report.

- The theme for Seabeck is Your Soul Is Welcome Here. We still need 100 registrations for Seabeck.
- The theme for the Stewardship Campaign is Natural Abundance. Co-chairs are Lisa Erickson and Denny Conner, and the Practitioner is Collin King.

### **Adjournment**

Diann Durbin adjourned the meeting at 7:30pm.

### **Closing Prayer**

All those present read together the Sacred Covenant Easy Prayer.

## Sacred Covenant Easy Prayer

There is only One Life! This Life is Good! This Life is God! This Life is my Life now! In knowing that I am 'one' with this Life that is God...I therefore know that I am 'one' with each and every one of Its blessed expressions, which includes this beloved revelation called **Center for Spiritual Living Seattle**. Because I know that the highest Purpose of this Community is to glorify God, I therefore know that this Community is a revelation of God as **FREEDOM**. As I stand alone in the High Altar of Consciousness, I see this Community revealed before me as **Financial Well-Being for All!**

I participate in this Community in full cooperation and agreement with my beloved partners, knowing the Truth about myself, for:

1. I am celebrating my successes.
2. I have more than enough money to do what I want to do.
3. I am creating a culture of generous giving and receiving.
4. I nurture and experience a deep sense of belonging and commitment.
5. I am cultivating spiritual maturity.
6. I gracefully and fully utilize my resources.
7. I effectively communicate internally and externally.
8. I am fully supported and financially prospered in the fulfillment of these intentions.

I know that this Community is supported by the Word of God, for it is written:  
**"Prosperity awaits [my] recognition and acceptance."** ~Ernest Holmes

As I now accept the highest expression of this Community into my life, I know that it will be revealed in a way that will glorify God and serve the highest and greatest good of all who are touched by its unfoldment. I am grateful God is gracious. So be it now! Amen.

**Thinking Spiritually, Acting Strategically . . .**

This is the second issue of our "**Strategic Planning Octograph**," designed to keep you informed and **celebrate our successes**. In November of 2009, we began a strategic planning process.



The initial working group (above photo) came up with 52 potential projects out of which **18 projects** were selected for implementation this year. Our **next major milestone** is to conduct a formal review of our strategic portfolio in the June-July time frame.



**GROWTH INITIATIVE**  
Rev. Michael Ingersoll, Communications & Creative Director

**Key Highlights**

- Designed and sent out Target Market Communications Survey
- Designed Egypt marketing strategy and tools
- Enrolled kiosk team and itemized their tasks
- Expanded social marketing through Facebook and SNR website

**Opportunities**

- Expand message to Persona profiles for communications
- Determine larger tactics to this group
- Incorporate personal vocabulary in new elevator speech
- Look at cause for low attendance which resulted in Stefan Mitchell Concert cancellation

**Forward Thinking**

- Social media outreach – prayer flash mob – Pacific Place on 6/1
- Outreach opportunities for Gourmets for God
- Summer of Love promotion



**EDUCATION INITIATIVE**  
Rev. Barbara Novak, Director of Education

**Key Highlights**

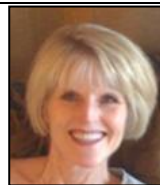
- Celebrated successful completion of the first Inward Journey of Spiritual Maturity 9-month program: 6 TAs and 33 students
- Profound, deepening consciousness; revising curriculum
- 376 students enrolled in education for spring term (April-June)

**Opportunities**

- 18-24 students from Inward Journey are interested in Professional Practitioner Program starting in September
- Creating new education opportunities to offset fewer class attendees as budgeted
- Marketing summer education programs
- Board support request: be familiar with Ed Catalog offerings and invite people to sign up for Power of Love, Women's Retreat, Intro to Bible, Better Business Program, etc.

**Forward Thinking**

- Fall catalog which will include Winter Ed schedule as well
- Organization of webinar/online assessment team; expect to have team in place and project timeline in June



**BUSINESS OUTREACH INITIATIVE**  
Rev. Sharon Ramey, Business Outreach

Nothing new to report.

*CSL Seattle Embraces Best Business Practices in Our Spiritual Community of Thriving Individuals Committed to Making the World a Better Place.*



**MEMBERSHIP DEVELOPMENT INITIATIVE**  
**Mia Pickering, Director of Membership Development**

**Key Highlights**

- Confirmed theme for Stewardship Campaign: Natural Abundance
- Determined schedule for campaign
- Confirmed speaker, schedule and topics for Seabeck; invitations to Planning Committee
- Established implementation plan for connection circles including recruiting leads
- Confirmed 79 events for Gourmets for God
- Implemented Gourmets for God software and online auction

**Opportunities**

None reported

**Forward Thinking**

Planned giving program will be launched in June to an invitation-only audience



**OPERATIONS INITIATIVE**  
**John Brodrick, RScP, Director of Operations**

**Key Highlights**

- The Rental Team has confirmed our first rental event with the LIOS Graduate College of Leadership Studies with the intention of building a long term multi-rental partnership
- In collaboration with the CSL Green Team, we are cutting costs on operational expenses

**Opportunities**

Attendance is a top priority. Asking the Board and all members of the CSL community to consider who in their life they could reach out to that would benefit from knowing the opportunities found at CSL

**Forward Thinking**

The Leadership Team is rescheduling events, such as the "Decade of Devotion" & "Enlightened Message of Glee" to create a better opportunity for success



**YOUTH AND FAMILY MINISTRIES**  
**Deanna Freeman, RScP, Youth and Family Ministries Manager**

**Key Highlights**

- 295 children/adults participated in Easter Program
- 7 new families have registered since 4/24/11
- "Fun-Raisers" have raised \$2,200 for scholarships to date
- Designed/implemented Team Leadership/tracking system
- Survey re: Family Services/Concerts to plan better
- Recruited advisors for Seabeck Youth Program
- Began Parent Education training with 2 experts to "plant seeds" for Fall classes

**Opportunities**

New Teaching/Assisting volunteers needed for Summer months

**Forward Thinking**

Visioning/planning meetings for Seabeck scheduled



**Systems Initiative**  
**Moni Hiatt, RScP**

Will be updated next month.