

Indivisible Meeting Notes 4 17 2023

- Planned Parenthood breakfast, April 27th is it at seven a.m. at the Convention Center
- Hospital Movie
 - We filled the first theater, although we did buy some tickets ourselves, but we're going to shuffle.
 - We're going to bargain and trade with those. So the theater gave us a second theater. They didn't give us the same time though. They didn't consult us. They just assigned us a second room. at 7.30.
 - Yeah. The Santa Fe now. And she would take over the ticket selling for that theater and she's been asked Mary double-ton to do it.
 - And if you didn't get a ticket and you'd like to see the second showing at 7.30, you can go to Violet Crown and you just have to go to the calendar.
 - And it seems like now is trying to organize a second panel with Mary Phil Bloom.
- Dimit Hayes.
 - I think it's pretty much him and whatever few people he can dredge up for one project or another, but he's working with what is Jocelyn's last name
 - It's a fellowship program, and the pitch to them is to turn your art into a tool for motivation towards social change. They'll be collaborating with mentors and artists from New Mexico. It will be an online program, but at the end, there will be a retreat into your seat paid for.
 - Dimit has also worked with Indivisible, and they've given him \$8,000 for this program. So I'll share this information so you've got all of it, because he wants us to try and help get the word out to young artists, because it's for young artists all over New Mexico to participate. Yes, preferably people of color. Let's see what else I can tell you. They're looking for illustrators, graphic designers, painters, photographers, muralers, and more who are based in New Mexico. The plan is for them to produce three to five visual art pieces between July and September.
 - They'll get a thousand dollar honorarium for their work. It'll be remote, like I said, but they will have a retreat.
 - October 13th to 15th, there will be a cut in half this way. Attend an artist panel and participate in a collaborative project, a mural, apparently, in their interior sea.
 - So it's a great opportunity for young artists. They also would be for three months in 10 or six mentors by local art.
- Hype Project
 - So the HYPE project, the main purpose is to be the horn of the Democrats and the bills, especially the inflation reduction act, but also the bipartisan.
 - Infrastructure bill and anything else we can try that needs to be broadcast out to the greater world because regular people don't know about this stuff.
 - Especially if it comes to their community. It's fantastic for their community and they don't know where it came from, who did it or how it got there.
 - So there is a list here of the six or seven, eight, maybe. Bills that are in CD three or projects.
 - Projects that have come from the Inflation Reduction Act.

- These are the ones that I am aware of in CD3 in this moment. I'm sure there's more. There's a tribal climate resilience preparing the Pueblo of San Ildefonso for wildfire.
 - It's a million dollars. Another tribal climate resilience. Nice to have the Secretary of the Department of the Interior be from here.
 - The other one is on the Navajo Nation climate change program. It's only \$400,000.
 - From the EPA awarded clean school bus program rebates at the Dulce Independent Schools. \$790,000. I just see those kids on those school buses making signs and sticking them in the windows saying, hey, we're going electric.
 - This one's frightening, maybe. Office of Science Inflation Reduction Act Projects, radio chemical processing equipment. That's \$14 million. I bet that's going to land on the water monitoring competitive grant. \$59,000. I bet that's going to land on too. Probably not. It's more like they're going to go. It's air.
 - And another one of school buses at Pecos Independent schools. \$395,000.
 - And of course, there's the general ones that apply to everybody like the tax credits on EVs. There's, there's quite a few stipulations to qualify for that, but they are still pretty good. \$7,000. \$7,500 is the highest
 - And just to tie into that sort of we are working with the first blue CD two and Albuquerque Indivisible in a loose sort of way on this project.
- BLUE CD2
 - We're going to share hopefully a lot of messaging that BlueCD-2 has been working on for the last couple of years, taking the same messaging lessons that Indivisible is working on, working with BlueCD-2
 - So in conjunction with that, Roberta's committee asked, what can we do to help keep Gabe in office? And so Constance, who is currently the ringleader at BlueCD-2 and also a member here, is going to just talk to us for a couple minutes about she's going to rattle off a few things we can do between now and the election.
 - We're a federal PAC, a state PAC, and an Indivisible group, and we're focused on, as you might guess from our name, New Mexico congressional district two, but our members are located throughout the district and beyond.
 - We even have one in Massachusetts and another one in Arizona who come regularly to our meeting, so it's pretty, pretty nice.
 - We're formed to defeat Evette Herrell because our founder could not believe that she was represented by a mega-republic in Congress and felt that the Democratic Party in that district wasn't doing enough and wanted to do something, so she founded our group.
 - And it's one of the biggest congressional districts in the country, and it's taken a native of 15 different counties, which is a bit daunting sometimes

- Our mission in 2022 was to elect Gabe and defeat Yvette And called CD2 and because there were a lot of other groups active in the district at that time, we decided to go after the Democratic-leaning non-voters who were registered.
- And we also had, fortunately, we have a data scientist in our midst and he has helped us develop some very sophisticated methods of reaching our voters in our district.
 - So what happened in 2022?
 - We motivated 4,275 of those voters to turn out and Gabe won by 1,350 exactly 346 votes.
 - There was some people that had not voted in 2018 and 2001. Non-voters. Non-voters.
 - We had what we called a multi-touch approach. We used the research based national messaging we did advertising.
 - We were data-driven and we did advertising directly to our targets using geo-location. We knew who they were and whether or not they voted.
 - How did we do that? Well, we did it through a series of different approaches. By starting with postcards, I think we did 120,000 postcards in total, many of which people in SOS helped us with and also beyond - a group in Taos and all over the place.
 - We did social media... advertising on all these different channels. We did programmatic advertising, which is what I was just talking about.
 - Essentially, it's advertising that, and you'll see an amount of what it is, that goes directly to the person you want to go to the polls.
 - And then we did canvassing to those voters. And there were 60,000 of them we started with. So you can see that we ended up with 1,000, 4,000, 4,275,
 - That's quite a drop, but we were pretty successful having gotten them to the polls. And then we did an analysis of who these people were, and we found most of them were under 30.
 - And as they progressively get older, we did 120,000 postcards, but we also did 40,000 that we mailed to our target audience.
 - We knew who they were. We did our digital campaign. We did social media ads and we had some radio that we ran in Albuquerque, just market.
 - We did a Mescalero Apache Get Out the Vote pilot project. It's doubled their number of people going to the polls.
 - Then we did a little innovative canvassing. We were able to use our data to actually cause our canvassers to choose which neighborhoods they wanted to go to.
 - The key to our efforts was this programmatic advertising. Essentially, you use automated technology for buying advertising

space. You see what your audience is doing and where they are and you go to them.

- For example, if they play games, you pop up on their gaming sites with ads. And by using that, we reached our target non-voters four to five times daily and got over 400,000 touches each week.
- So for the four weeks we were running this, they were seeing us a lot. And this is some of the kind of advertising we were doing based again on the focus group tested ads that were being run nationally.
- And what are we doing in 2023? So here's where you can help us. And we're open to any ideas you have.
- We find particularly since our district is rural, there are a lot of people who have no idea where anything is coming from.
- And so we want to reach them. In addition to that, we are going to focus on voter registration. Right now we're in the process of developing a map.
- There'll be on our website and you'll see each county. If you click on the county, it will take you to a sub-page of everything that's been awarded to the county.
- And we plan to keep this updated so that it can be used by any groups in CD2 who want to take the information to remember that because there's no place where all of this is in one place.
- We might have a little bit here about what the state does, a little bit there about the feds are doing, but there's no one place that all exists.
- So we've this is quite a big project but we're working on it and we hope to have something up actually by next week.
- We're going to also do a good news tour over the summer by county with a veterans caucus. They're actually going around the entire state, all the districts, county by county to introduce themselves and they've invited us to join them.. Our hype event, hopefully, will be about the benefits to agriculture and farming and ranching in specifically.
- And there are things like loan programs, new agricultural processes, climate is how to work with climate as it affects agriculture, flood band.
- All of these things are done out of the agriculture department. And our previous Democratic representative in the district was Zoshi Torres Small, who now conveniently is the Undersecretary of Agriculture, and also Gabe.
- We're going to invite him, because we want to bring, as much as possible, want to emphasize what Gabe is doing.
- We're also doing a couple of fundraising events, with Simon Rosenberg, who we may know. It's a blogger and a very

well-known voice in the democratic circles and Reed Galen, who was one of the founders of the Lincoln Project. Our latest activity was organizing the anti-evit demonstration that our kickoff rally.

- We got over 50 people there, which is a pretty amazing, since we did it about five days, and got a lot of good publicity out of it.
- In 2024, our focus will be on re-electing Gabe and also Democratic down ballot candidates. We'll also be targeting our local density voters using similar tactics to those that we used in 2022.

SPEAKER

Our speaker today is the new president of the NAACP, SANTA FE, .Dr. Simesha McEachern

- Originally from North Carolina and I ended up around my late 20s moved to Austin, Texas. I was there for 11 years.
- My background is in education. So I'm used to being a teacher.
- Really excited to be able to share a little bit about the NAACP and our work here in Santa Fe.
- And I'll also get into a little bit of talk about social justice from a few different perspectives.
- So first of all, the NAACP here in Santa Fe was established 43 years ago. So since then our organization is multi-generational, we have members from young to older, but a very active membership.
- We're not specifically one candidate or one particular party, but we definitely speak out about issues. We have a number of committees and subcommittees that kind of work to serve what we're doing in our community.
- We have communications, press and publicity. Of course, they are the ones who are taking care of our website.
- We watch legislation, we watch the community health around us. So we are constantly listening to, hearing about, and then talking about and seeing how we can help with issues regarding health in New Mexico.
- One of the things that we have been talking about and working on is allowing like a cross, I don't know what you call it, like a cross certification so that therapists, mental health therapists that are located in Texas and Colorado and the surrounding states are able to serve people through telehealth in the state of New Mexico because we have a huge shortage.
- We've been working on that so that our community is mentally healthy. We want to talk to and share education about health and mental health and all of those things.
- So that's something that is definitely on our radar. We also have have a legal redress committee that handles complaints, any of the complaints about discrimination, etc.
- That usually goes through our legal redress. And then our legal redress committee then passes that information on to a lawyer or depending on how the situation will pass it along to a lawyer or on top of that we have a political action committee as well and they are one of the most active committees.

- As a part legislative work, there is a Voting Rights Action Committee, which is kind of up with the League of Women Voters, which also kind of helps too..
- So we get inspiration from them. And then many of our members about seven or eight in that one committee all became registered voter registrars.
- Our education committee is gigantic and it has many, many subcommittees. There are committees that are built around events like Martin Luther King, Jr. Day. And they have done that for many years.
- We also had a huge Quanzas celebration at St. Beads that where one of our members came in and talked about the ideas behind Quanzas, all of those ideals and the different days and amazing food.
- We also do activities and now we're working with one of our members, Wachana Maude. We are working on the Juneteenth celebration in the plaza.
- We meet every other Monday to kind of talk and plan around what is going to be going on for Juneteenth. So it's pretty exciting that some of the other celebrations at the time only BS does and one other celebration were allowed to have vendors in the plaza.
- And we had a local artist that painted those for us and you know, did all of that good stuff.
- We also have a library of African-American interests and it is housed at St. B's in their library. And that is where you can get books, information, articles. We are working on a very large clipping library. One of our members just has tons of information. And so we're just kind of working on all of those things.
- Readathons: .every February we have volunteers that will go into the schools. We have teachers that sign up. We'll go in and we'll read a book of by African Americans about African Americans to children. And this past read-a-thon was amazing because we were able to go into some high school classrooms. And so they were doing a study on, I believe they were doing the study on jazz.
- And one thing that we don't really talk about or think about, and as an educator, this is a course on my mind, we stop reading to children. Once they get to a certain age, we don't read to them. We're like, here, go read this book. But there's such a joy and so much fun and being proud to you. They go to something like 40 to 60 classrooms. Wow. And we had about 20 or so volunteers. One of the other things that we were able to do is expand into St. John's College. And so we were able to get some students from there who would want it to read. And so we gathered some volunteers from there as well.
- So, I can remember back in 2001 when I was in college and I was taking a poetry class and I wrote this poem about racism and and how it affected my life and when I read it to my class my professor goes, is that even really an issue anymore?
- North Carolina. But every time I read it, right? And I just said they're like, is this real? Like I blew my mind but people would say to me, it's not a good you.
- Come on. We had a president that was black. Exactly. And we see how that turned out, right? Now it's pulled up and it's interesting because I was at the talk by Henry Lewis Gay and he blessed so good was it not amazing oh my goodness but he was talking about the fact that racism has been under the floorboards and every now and then you lift up the floorboards and here it comes thing and so when we talk about social justice when we talk about and I'm gonna frame it in the frame of social justice because there

are more issues than just racism right there's homophobia there I mean I could go down the whole list you guys know right there are so many areas that people are not talk about some the three to you as I see them, of kind of social justice, knowledge, and understanding and learning.

- So I'm going to start at the top
 - So the top tier would be kind of like the **bird's eye view**. So kind of looking down on racism and social injustice. And this is a conversation that has just kind of come to life, right? We've had instances like George Floyd and Breonna Taylor. And we know these names because it's in our face, right? We've seen the videos, we've seen what happened, and it is called us to action. Because I honestly believe when George Floyd called for his mama, every mama answer. Every mama in every area answered. And that is where we're seeing all of this overlap. back right now and where we're understanding. We thought racism was over, right?
- And as we have conversations about, and now it's now the pushback, right? And they're like, oh, you're woke. And what does that mean? And basically that means that you are awake and you are aware and you see things. So if you want to call me woke, sure.
- And I think that that's one of the many things that have right now, is that people don't understand that your rights is where someone else's begins. And it's a big problem for us. This is why we continue to have, in my opinion, the issues that we're having with gun control because people want the rights. They want to say I insist on my right to carry a gun. Yes, you absolutely have that right. But are you also taking the responsibility of being a gun owner? Are you locking your gun up? Are you making sure that, you know, we know all of those steps. So rights and responsibilities go together.
- **And a lot of times when we hear some people talk about like freedom of speech, what they're saying is that they want freedom of speech. But what they mean is they want freedom from consequences. So they want to be able to say whatever it is that they say and they don't want the backlash from it.**
- **And that's the difference. Freedom of speech doesn't mean that, you know, you get to say whatever you want to say.**
- And then no one holds you accountable for it. Because when you've never been held accountable, accountable for something. When you were not held accountable, your whole life, it feels like an attack.
- So we had this idea that, well, I can say whatever, I am guaranteed freedom of speech. Yes, you absolutely are. But if you go out and you spit something that is terribly racist and homophobic and all of that, then guess what? I have the right to not listen to your music or whatever it may be. I'm not going to be a consumer of your free speech
- .So once again, if we have people don't know how to take personal accountability for what it is that they say. And there's things that happen. There's retribution.

So we're going to talk the **mid-level**. So if we were looking from kind of the birds or drones eye view, we are now in the building.

- So now we're in the building and we're looking up a window. These are the things that go on in our regular everyday life.
- This is how neighborhoods that kept certain groups of people can bind property and bind homes because of the original deed and the way that it was worded. That's a local issue. That is absolutely something that we're be your task to get rid of and to talk about.
- . Another window issue is our accessibility to a good, clean environment. We have the right to breathe fresh, good air, not smoke, not smoke, not all of those horrible chemicals.
- And let's talk about another issue. And this is one that people were like, I have no idea that this was based in this racial conversation.
- But let's think about student loan debt. How do you get into student loan debt? How do you borrow? You have to borrow money. Who has to borrow money? Or you have to keep looking up. Who typically don't have a background that supports higher education, yeah
- So we say, oh, we're in the United States. We all can do anything we want to do. But there are several caveats today. Now I'm now shackled and chained to debt for the rest of my life because I listened and learned because I wanted and I pursued higher education.
- Now that's a chain around my neck for the rest of my life. So it's almost like, yeah, you can do it, but there's always a but to it. So that's something to think about. So when we hear. for people talking about student loan debt and student loan forgiveness It is all from the same route. And even though, you know, we see this off-screen, we get caught up over here and they're like, well, this is an issue about this.
- Really, the route is the same. Yes. Well, and it's connected to the housing, the string, and they're trying to because it'll be connected to the housing, which is how most people that are in generational wealth.
- You're the leading home sport. That's right. Not only that, there's been a bunch of news reports where the value of people's homes by appraisers changes by the color of your skin The same house with nothing changed.
- Which is why we are also dealing with this idea of erasure and a group of people believe that it's okay to never talk about the ugly or the bad and especially to your children because what if they feel bad I don't know what you do how many people are you going to try well I will give you an example I went to a private Christian school and I was the first African-American to graduate from that school and I went from pre-k all the way up to 12th grade North Carolina and when I was in school and we were talking about the Civil War we had this great opportunity to go tto the Dixie stampede where the north was fighting the south and all eternity for all eternity. And guess which side they put us on?Do you think I was very happy and felt very good thinking about what the heck that was really about?I was like this is terrible and I'm sitting here. But as a kid, I'm just sitting there like well this wasn't very good.

So the final tier is what we do on the mirror.

- So this is us. I'm sorry. Mirror mirror mirror. What we can see in the mirror. So our reflection, our own reflection. And here's the problem with with what we have to do for ourselves. We have to look around and say who's not represented. Who's not in this loop that you don't that we are not seeing right. And that's how it starts. That's the very beginning, is looking around the rooms that you're in and saying, what was missing from this room?
- And it's also about personal exposure. Where are African American people? Where can you see more? Because we're in the community.
- Yes, you're right. And how can you make real connections and relationship? And that's where it gets to that mirror point, is when we start to have relationships.
- We have conversations, we go out, we have tea, and we're talking about things. That is the mirror level. And a lot of times people will say to the big view to the drone they'll say, but I have black friends.
- Right. But I know black people, right? And I'm friends with them. Right. My best friend is black. I hear it all the time.
- But you can't respond to a drone level problem. from the mirror sample. So that doesn't fix anything, right, to talk about what you see in the mirror unless you're on mirror level, right?
- If we're talking on mirror level and we're talking on personal level, then that's where those things get solved. It's, oh, I felt threatened or I have grabbed my purse and moved across the street to get away from an African American male walking the other way.
- Guess what? Let me tell you the truth. We all do it. It's society. It's society. And we have, and those are the mirror things that we have to work on.
- And so part of that is finding, do I have any implicit bias? Do I have things that are ideas that I put forth that I'm like, huh, well, is that right?
- And that's why it's important to be in relationship with people who are different than you. And people who don't look like you, people who don't sound like you.
- And that's why it's important to build community. Because that's the only way that we can root out those things.
- Because once it's not in you, and you don't see it in the mirror, then you can start looking.
- **If you don't have a seat at the table you're on the menu. So you want to see women around the table right? You need to see African American people around the table. We need to see LGBTQ plus people around the table.**
- **So unless it's all of us we can't move on as a society. And even if you have people who are African American and LGBTQ and et cetera, et cetera, who's not being represented?**
- That's why we have to have that window view. Who's not at the table? Are we making laws and ideas for this? Because it shouldn't be anything about us without us.

