2021 COMMITTEES OF
THE BOARD OF DIRECTORS

**Role of the Committee Chair:** In keeping with IFAM’s mission and the contributive work of the Committee (noted below), the Chair sets meetings, presides over content, assures timely input, decision-making and execution, and provides communication with the executive committee and the full Board. In coordination with the assigned staff-liaison, the Chair aligns the Committee’s work with appropriate goals and objectives in IFAM’s Strategic Plan.

**STANDING COMMITTEES**
*denotes special non-Standing Committees reporting directly to the Executive Committee

**Advancement Committee**
The Advancement Committee consists of a Committee Chair appointed by the Board Chair as well as other appointed Directors and Advisory Board members. The Director of Advancement serves on this committee as a key staff liaison. This committee is responsible for developing fundraising goals and strategies. It helps to identify new donor prospects, solicit gifts to support IFAM's mission, and stewards relationships with supporters in order to strengthen the organization.

*Capital Campaign and Legacy Giving Subcommittee*

*Artist Application Committee*
TBD

**Artist Development Committee**
The Artist Development Committee consists of a Committee Chair appointed by the Board Chair as well as other appointed Directors, Advisory Board members and non-Directors. This committee is focused on the overall artist experience and the ways in which IFAM seeks to create value for the artists and their respective communities. The committee will work with appropriate staff to provide direction and ongoing input and will advise as to the quality and effectiveness of the organization’s work with and for the artists.

*Artist Placement Committee*
The IFAM Placement Committee consists of a Committee Chair appointed by the Board Chair, as well as other appointed Directors, Advisory Board members and non-Directors. It is the second group to review artist applications. It is comprised of collectors, designers, and retail experts who have knowledge of folk art and current market trends. The Placement Committee meets in person in Santa Fe following the conclusion of the Selection Committee meetings and is responsible for careful review of the group of artists / applications accepted (voted “yes”) by the Selection Committee. The Placement Committee makes recommendations to IFAM staff for which artists / applicants to invite to IFAM Santa Fe. This committee assesses the salability of products included in an application and makes decisions about how best to balance the overall market to ensure a successful representation of products and materials (e.g., not too many textiles, more jewelry, etc.) as well as a rounded representation of folk art from different...
countries (e.g., not too many booths from Uzbekistan). When assessing applications that have made it to the Placement round, the committee considers applications using various medium-specific categories such as Textiles-Apparel, Textiles-Home, Jewelry-Gold/Silver, Jewelry-Nonmetal, Ceramics, Baskets, Sculpture, Paintings, etc. These categories are filled by using data from past market sales as a guide. They look for the highest quality in finishing details, color combinations, design, and overall appearance. The Placement Committee must balance newness with proven strength, masterpieces destined for collectors with artwork accessible to the many, opulence with simplicity, tradition with innovation. This committee in particular is responsible for decision-making informed by past data. In cases of low past sales, the Placement Committee exercises care in its decision making. With very, very few exceptions, very low performance does not improve with repeated appearances at IFAM. It declines. 

*Artist Selection Committee*

The IFAM Selection Committee consists of a Committee Chair, appointed by the Board Chair, as well as other appointed Directors, Advisory Board members and non-Directors. It is the first group to review artist applications. The committee is comprised of curators, designers, educators, gallerists, and scholars who have expertise working with folk art and artists in various regions around the world. Soon after the IFAM application deadline, which is usually around October 1, each Selection Committee member is tasked with reading closely a group of applications, typically between 80 – 125 applications for each member (depending on the total number of applications received that year), organized geographically and by material. For example, one member may read all applications from Africa; another member may read all applications from Central America, Europe, and the United States; still another member may read all “textile” applications from Uzbekistan. After reading their group of applications, the Selection Committee member scores each application using the IFAM review matrix (criteria include artistic quality, traditionality of final product, traditionality of process and materials, cultural relevance, and community relevance). This initial review process takes approximately one month to complete with each Selection Committee member working independently at home and reviewing applications through the online application portal.

The entire Selection Committee meets in person in Santa Fe, or it may meet virtually, at the end of October / beginning of November to review all applications received by IFAM. The committee member who was responsible for reading closely and scoring an application will use his/her insight to help guide the group’s review of each application. In assessing each application, the committee uses the IFAM review matrix criteria, the IFAM definition of folk art, and the general guiding question: “Is this application an excellent example of folk art of a particular genre?” The committee is not concerned with salability or balancing the number of products at the market according to region or material (these are concerns for the Placement Committee). Instead, the Selection Committee is tasked with accepting only excellent examples of folk art. The committee discusses each application and looks closely at the photographs of products provided by applicants. All Selection Committee members then vote on each application. This in–person or virtual review process takes between 4 – 5 full days (8am to 6pm). All applications that receive a majority “yes” vote by the Selection Committee will then move along to the Placement Committee for consideration to be included in the upcoming market.

*Artist Standards Committee*

The Standards Committee is comprised of all members of the Selection Committee and the Placement Committee. They meet together for a booth review on the first morning of IFAM Santa Fe in order to look at products and prices present in the booth and to ensure that what is in the booth is an acceptable representation of what was accepted to be included in IFAM Santa Fe. For example, one member of Selection and one member of Placement would pair up to
review all booths of artists / applicants from Africa; another pairing of Selection and Placement Committee members would review all booths of artists / applicants from India; and so on. Throughout the weekend of IFAM Santa Fe, members of the Standards Committee check in with artists / booths to ensure product quality and prices remain consistent throughout the duration of the market. For example, members of the Standards Committee make sure artists / booths do not lower their prices prior to Sunday afternoon or add “unacceptable” products after the VIP opening night. The Standards Committee meets for a post-Market Review on Monday morning after IFAM Santa Fe to discuss what worked and what didn’t in terms of artist selection, placement, and presentation. The minutes from that meeting along with detailed booth notes from each member of the Selection Committee are compiled by the Chair of the Selection Committee and given to IFAM leadership as a summary of the Standards Committee findings. This summary can help guide decisions about future markets and the next year’s Selection and Placement process.

Audit Committee
The Audit Committee consists of a Committee Chair appointed by the Board Chair as well as other appointed members; ideally one half of the membership will be comprised of non-IFAM Directors who have experience in audits and/or non-profit accounting standards. The IFAM Director of Finance and Human Resources serves on this committee as a key staff liaison. This committee commissions and reviews annual audits and 990 tax return(s) and reports to the Board on the content and findings.

Board Operations Committee (formerly Policy, Administration and Ethics [PA&E])
The Board Operations Committee consists of a Committee Chair appointed by the Board Chair as well as other appointed Directors and Advisory Board members. The CEO serves as a key staff liaison for this committee. This committee is responsible for continuously evaluating and updating the Board’s organization and governance procedures and documents, making recommendations to the Executive Committee for potential changes. Board member development activities, onboarding of new Directors and offboarding of retiring Directors/Advisory Board members are under the purview of this committee. The Board Operations Committee will also coordinate cross-committee communications via a Committee Chairs Committee and assist Committees in setting goals and timelines to assure IFAM has the best possible Committee structure to fill current and future needs. The nomination of new IFAM Board members is also overseen by this committee. Other activities related to Board development, governance, functioning and infrastructure may be pursued as needs arise.
This committee takes up questions and concerns related to the ethical conduct of the organization, both internally (i.e., staff interactions with artists, receipt of gifts, etc.) and externally (IFAM’s disposition and possible course of action with respect to artists who may engage in exploitive behavior, etc.). On ethics matters the committee makes recommendations to the Executive Committee.

Survey Subcommittee
Committee Chairs Committee
Established in 2021 by the Board Chair, this Committee is comprised of all Committee Chairs (Standing Committees and the Special Committees noted above with an asterisk—Artist Application, Artist Placement, Artist Selection and Artist Standards). The Committee Chairs Committee meets on a regular basis to promote cross-committee communication, share resources, and identify unmet organizational needs. The Board Chair and the Chair of Board Operations will convene and oversee the meetings of the Committee Chairs Committee.
Committees of the IFAM Board of Directors: 2021
Page 4

Community Engagement & Volunteers Committee
The Community Engagement & Volunteers Committee consists of a Committee Chair appointed by the Board Chair, other appointed Directors, Advisory Board members and members of the community. The committee is responsible for helping to shape the overall strategy for the Community Outreach and Volunteer programs. Members also provide local knowledge and connections to support overall program goals.

Executive Committee
The Executive Committee consists of the Chair of the Board, the Vice Chair, the Treasurer, the Secretary, and up to five Directors chosen by the officers. The CEO serves on this committee as the staff liaison. This committee produces the calendar and agenda for Board meetings, coordinates the work of the various committees, and recommends actions of the committees to the full Board when necessary. It also reviews and recommends modifications to governing policies and procedures. Pursuant to the by-laws, this committee, in most cases, may exercise the authority of the Board for all governance functions of IFAM.

Executive Performance & Compensation Sub-Committee
The Executive Performance & Compensation Sub-Committee consists of a committee Chair appointed by the Board Chair as well as other appointed Directors or Advisory Board members. Ideally with one-half of the membership comprised of non-IFAM Directors with experience in executive performance and compensation issues. This committee reviews the performance of the CEO, reviews the compensation package, and makes recommendations to the Executive Committee for changes to the compensation.

Finance and HR Committee
The Finance and HR Committee consists of a committee Chair appointed by the Board Chair as well as other appointed Directors, Advisory Board members and non-Directors. The Director of Finance and Human Resources serves on this committee as a key staff liaison. This committee is responsible for reviewing and making recommendations on the organization’s financial functions, including Market payout, and reviewing the organization’s annual budget, monitoring its implementation, and reporting to the Board. This committee oversees IFAMs human resources (e.g., personnel and benefits as a significant organizational asset/expense). It evaluates accounting practices and provides oversight for all financial reports.

Investment & Endowment Committee
The Investment & Endowment Committee shall include at least two individuals who are not current Directors and who are registered investment advisors or individuals with expertise in financial investments. This Committee is responsible for recommending the investment of all funds. The IFAM Director of Finance and Human Resources is a non-voting member of the Committee.

2021 Market Committee
This Committee is responsible for evaluating and presenting recommendations for 2021 IFAM Market scenarios in collaboration with IFAM staff and in consideration of New Mexico Department of Health COVID Safety Guidelines for Fairs and Festivals Guidelines.

Marketing, Public Relations and Communications
The IFAM Marketing, Public Relations and Communications Committee, also known as MarCom, consists of a committee Chair appointed by the Board Chair as well as other
appointed Directors, Advisory Board members and non-Directors. The committee informs and supports the organization’s overall marketing, public relations, and communications activities. Its members will partner with staff and external consultants and advisors to shape and oversee consistently branded and highly visible communication strategies that help to achieve IFAMs goal of informing its stakeholders and prospective stakeholders of the organization’s high-impact programming, always driving towards meeting the organization’s sales, fundraising and event attendance goals, and supporting local and global community relations. The IFAM Director of Marketing & Communications serves on the committee as staff liaison.

Markets and Enterprise Committee
The Markets and Enterprise Committee consists of a committee Chair appointed by the Board Chair as well as other appointed Directors, Advisory Board members and non-Directors. This committee is focused on entrepreneurial market event(s) and enterprise-related agreements and opportunities with third parties, including wholesale market opportunities, collaboration with the Dallas Market Center Market, any virtual markets, and all online markets and auctions (in collaboration with the Advancement Committee). This committee will also be responsible for collaborations with museums, institutions, embassies, and other entities interested in exploring mutually beneficial activities. The committee will work with appropriate staff to develop possible models for such activities. It will research and advise as to possible partners and/or collaborators, review proposals, and assess likely viability of such programs, their impact, and priority for continuation or development. It makes recommendations to the Executive Committee and the Board.

Dallas Market Subcommittee
Online Markets Subcommittee
Virtual Markets Subcommittee
Wholesale Market Subcommittee

Strategic Planning Committee
This committee consists of a committee Chair appointed by the Board Chair as well as other appointed Directors, Advisory Board members and/or non-Directors. Its primary purpose is to develop a strategic plan and then provide advice and oversight to insure implementation of the approved plan so the organization can best pursue its mission in conjunction with the organization’s professional staff and volunteers. The committee will also monitor progress relative to the plan’s goals and objectives. This committee also periodically evaluates IFAM’s mission and vision statements.

Implementation and Follow-up Subcommittee
Programs and Experiences Subcommittee