



## **OPPI Council Meeting Recap**

May 29 & 30, 2025

The second OPPI Council meeting of the year was held in person at the OPPI headquarters.

### **Path Forward Initiatives**

As you are aware, OPPI has a few large projects underway, which we are calling our Path Forward Initiatives, that will set the foundation, or path, for OPPI to move forward in priority areas.

#### **Reignite, Renew, Rebrand: OPPI's Transformation**

Earlier this year, OPPI retained Key Gordon to take OPPI through a rebranding exercise for the organization. Our current logo has been in existence since 1987 and, as we continue to evolve, our brand presence also needs to change to better align with our membership and strategic priorities.

During the first day of the OPPI Council meeting, time was dedicated to a brand visioning session with Key Gordon. This three-hour session was part of the exploratory phase of their work which also included an audit of all existing OPPI printed and digital assets, and interviews with a number of OPPI members and staff. The next phase will be to deliver draft brand concepts at another meeting in early July.

#### **Leadership in diversity, equity, inclusion (DEI), reconciliation & social justice**

On the second day of the OPPI Council meeting, the first order of business was to receive the final report from Ian Rolston of Decanthropy which was prepared to help OPPI better understand organizational opportunities, challenges, and expectations when it comes to DEI and reconciliation and social justice.

The report was a culmination of eight months of work that included facilitated workshops with OPPI Council and staff, as well as conversations with several OPPI members.

One of the key elements embedded in the report is a communication plan that supports transparent, inclusive, and community-informed messaging. To that end, please watch for a separate announcement celebrating this milestone and sharing more of what OPPI's path forward will look like as it relates to Diversity, Equity & Inclusion and Reconciliation & Social Justice.

### **Audited Financial Statements**

The rest of the second day of the OPPI Council meeting was dedicated to routine Council business.

OPPI's auditor, Thomas Kriens of public accounting firm Kriens~LaRose, joined the meeting to present the Audited Financial Statements for the year-ended December 31, 2024, which were approved by OPPI Council.

The financial results will be shared to the membership at the Annual Members Meeting on September 18, 2025.

### **Governance & Nominating Committee**

The Governance & Nominating Committee presented a summary of the 2025-2026 nominations and elections process. OPPI Council endorsed the committee's recommendations which will be released to the membership in accordance with OPPI's by-law.

### **OPPI Council Reports**

OPPI Council received Q1 staff and committee reports and a Q1 financial report. Additionally, reports were received from our appointed representatives to the Design Industry Advisory Committee (DIAC) and the Upstate New York chapter of the American Planning Association (APA).

The next Council Meeting is scheduled for August 22, 2025.