



## OPPI Council Meeting Recap

November 24, 2025

The November 2025 (Q3) Council Meeting was held virtually with all Council Directors present for the meeting. The first order of business was to approve the Consent Agenda which included past meeting minutes, the Q3 Risk Registry Report and all standing and program committee reports. The Motion carried.

The next two items related to the re-branding and marketing campaign development being created by [Key Gordon](#).

The Key Gordon team presented their creative concepts for marketing campaigns targeted at four different audiences including:

- 1) High school students considering their career options
- 2) Planning Students on the path to become an RPP
- 3) The General Public
- 4) Staff and elected officials at the municipal and provincial level, partnerships and sponsorships

Council directors provided Key Gordon with feedback that they will take away to create final drafts. The next presentation will take place at the February meeting.

Andria Leigh, Chair, led a Council discussion related to the potential for an organization name change with the results of the Menti Meter vote shared with Council directors in advance of the meeting. The poll had a good response rate with 12% of the membership responding to the survey. 41% of the membership were in favor of a name change and 59% were not in favor of a name change.

The Council easily came to a decision that OPPI would not proceed with a name change at this time given the results of the survey. This decision brings the re-branding process to a close and Council instructed the staff to proceed with a plan for implementation of the Council approved brand identity and tagline. The estimated timeline for launch is March/April 2026.

Chris Tyrrell, Secretary/Treasurer and Eugene Park, COO, shared an extensive benchmarking report providing a number of financial and membership data point comparisons with four

organizations similar to ours. The purpose of the report was to assess how OPPI compares with other organizations whose purpose is professional certification. The results demonstrated that OPPI is very much aligned with the comparative organizations. Council members were very appreciative of this study and report especially as we go into Strategic Plan development with a focus on the next five years.

Susan Wiggins, Executive Director walked Council through a presentation received in advance related to the realignment of either our governance or financial cycle to bring us into compliance with the Ontario Not-for-Profit Corporations Act (ONCA) which requires we report financial and nominations results at the Annual Members Meeting (AMM). Currently, the AMM is held in-person with our Conference in September. The proposal recommends a move to a virtual AMM in June. Analysis of all opportunities available, with pros and cons, was contained in the Briefing Note. Council moved to accept the staff's proposal to move to a virtual AMM in June beginning in 2026.

Updates were provided on PSB's three-year workplan to update competencies, OPPI's responses to planning related items in Bill 60 and Council's facilitated Strategic Planning Session scheduled for January 23<sup>rd</sup>, 2026.

For any questions related to the November meeting, please contact Andria Leigh, Chair at [chair@ontarioplanners.ca](mailto:chair@ontarioplanners.ca).