MINUTES OF A MEETING
OF THE
OKLAHOMA NEW MOTOR VEHICLE COMMISSION

In conformity with the Oklahoma Open Meeting Act, advance notice of this Regular meeting was transmitted to the Oklahoma Secretary of State on November 17, 2025. Public notice of this meeting, together with the agenda, was posted in prominent public view on the front door of the Northwest Office Center, 4334 NW Expressway, Oklahoma City, on April 13th, 2026 prior to 10am, and, announcement of the Board meeting and agenda were posted on the ONMVC website www.oklahoma.gov/onmvc on April 13th, 2026 prior to 10am.

The Oklahoma New Motor Vehicle Commission met in a Regular Meeting at 10:00 am, April 14th, 2026. Chair Curtis Hayes called the meeting to order. A roll call was held; members present were Jackie McClintock, Blake Wilson, Seth Wadley, Jeff Johnson, Jim Norton, Jared Glover and Curtis Hayes. Commissioners Sam Wampler and Jack Hodge were absent.

The Chair announced that there were enough members present to constitute a quorum. Also present were co-Executive Directors Brad Bailey and John Marion, Marilyn Maxwell, Deputy Executive Director, Scott May, Assistant Attorney General, Ty Mowdy, Assistant Attorney General, Jim Newport, representing Gulf States Toyota, Peter Hodges, President, Oklahoma Automobile Dealers Association, Dorian and Lilly Jimenez of Classic Chevrolet NW Expy, Rachel Lynn, In-house counsel for Seth Wadley Auto Group, and Rodney Hunzinger, Attorney with HB Law Partners, PLLC.

Each Commission Member received a copy of the **Minutes** from the March 10th, 2026 Regular Meeting and April 2nd, 2026 Special Meeting. Jared Glover made a motion, seconded by Jim Norton, to accept the Minutes of the March 10th Regular meeting pending the correction of spelling for Cassie McGlothlin's name. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Jeff Johnson – aye	Curtis Hayes - aye
Blake Wilson – aye	Jim Norton – aye	Jared Glover - aye
Seth Wadley – abstain		

Motion passed.

Jim Norton made a motion, seconded by Jeff Johnson, to accept the Minutes of the April 2nd, 2026 Special Meeting as presented. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Jeff Johnson – aye	Curtis Hayes - aye
Blake Wilson – aye	Jim Norton – aye	Seth Wadley – aye
Jared Glover - aye		

Motion passed unanimously.

Hearing in the matter of SportChassis of Oklahoma, LLC, following previous ONMVC recommendation of denial of initial dealer application during March 10, 2026 ONMVC meeting

The Hearing was tabled by the Commission at the written request of the applicant due to a scheduling conflict.

The **Claims** and **Financial Statements** for the month of March 2026 were presented by the Deputy Executive Director. After discussion, a motion to approve both the payment claims and financial reports submitted by the Deputy Executive Director, was made by Jim Norton, seconded by Seth Wadley. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Jeff Johnson – aye	Curtis Hayes - aye
Blake Wilson – aye	Jim Norton – aye	Jared Glover - aye
Seth Wadley – aye		

Motion passed unanimously.

Discussion, evaluation, and possible action regarding the enforcement of ONMVC statutes and administrative rules governing new motor vehicle advertisements, in response to recent Federal Trade Commission (FTC) warning letters and settlement actions, including:
• Conditional Pricing Discounts related to Factory Financing;
• Inclusion of a Dealer's Documentary Fee/Dealer Fee/Processing Fee in the "most conspicuous price" for all customers;
• The breakdown of the "most conspicuous price" in all advertising;
• Elimination of 2nd subtotal involving conditional pricing discounts;
• Communication Plan by ONMVC regarding any approved changes and effective date of said changes;
• Notification of enforcement requirements to New Motor Vehicle Manufacturers & Distributors;
• Agency process changes to enforcement actions and letters to dealers

Director Bailey introduced the discussion item by providing a description of the events related to warning letters sent to 97 dealer and dealer groups across the US, a review of the current dealer advertising rules guidance provided to new motor vehicle dealers and the enforcement of these rules during the past several years. Director Bailey then presented three main points for discussion by the Commission, dealer documentary fees, rebates, discounts and incentives not available to all buyers and conditional pricing based on required dealer financing. Director Bailey provided five documents to support the discussion: a copy of the FTC warning letter template, the current new motor vehicle dealer vehicle price listing template the ONMVC provides as a guide for dealer pricing, a proposed new motor vehicle dealer vehicle price listing template the ONMVC would provide as a guide for dealer pricing, a copy of the proposed email newsletter to all new motor vehicle dealers announcing amendments to rules interpretation and enforcement, and a copy of a letter to be sent to new motor vehicle manufacturers announcing amendments to rules interpretation, enforcement and the Commission's position that any manufacturer requiring dealers to adhere to policies, such as manufacturers requiring factory-backed finance offers in the most conspicuous selling price, may be subject to review and action by the ONMVC, including potential application of penalties.

After discussion by the Commission of the FTC warning letter, advertising rules interpretations & enforcement, third-party vehicle listings provider reaction, dealer communication and needed improvements to ONMVC enforcement processes, a motion was made by Jared Glover, seconded by Jim Norton that the ONMVC come into alignment with the FTC to have dealer documentary fees displayed within the price stack / math box and included in the most conspicuous selling price and a recommendation for new motor vehicle dealers to align with the proposed price stack that will be communicated with the documents going out to dealers from the Executive Director.

The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Jeff Johnson – aye	Curtis Hayes - aye
Blake Wilson – aye	Jim Norton – aye	Jared Glover - aye
Seth Wadley – aye		

Motion passed unanimously.

Director's Report

The Executive Director informed the Commissioners that there had been six new consumer complaints since the last meeting, with two complaints being resolved and one complaint closed. There were no carryover complaints since the last meeting. The Chair and Commissioners expressed concern about select consumer complaints that appear to violate ONMVC law and, as such, require further investigation and action if necessary. Director Bailey said that staff would look at these complaints again and proceed to enforcement if violations are found.

The Director presented a report on legislation of interest to the ONMVC. Additional perspective and information was provided by the Chair and Commissioners about select House and Senate Bills.

The Director provided an update on progress of the purchasing process for the eLicensing system under consideration by the Commission.

Discussion of Advertising Practices and Monthly Report by The Director

The Director presented the advertising enforcement report reflecting the number and nature of anonymous reports, mystery shops, consent orders and subpoenas in process. As part of the discussion the Executive Director, staff and Commissioners discussed the progress of enforcement.

Advertising Fines: Consideration & Action on Consent Orders:

$3000 - Bob Moore Dodge Chrysler Jeep Ram – Oklahoma City- C-2026-07
$3000 - Fowler Toyota of Tulsa – Tulsa – C-2026-04
$3000 - Honda of Ardmore - Ardmore - C-2026-06
$3000 - South Pointe Honda – Tulsa – C-2026-05

The Executive Director presented four Consent Orders for Advertising Enforcement Complaints. After consideration, a motion was made by Seth Wadley, seconded by Jackie McClintock, to approve the four Consent Orders as presented. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Jeff Johnson – aye	Curtis Hayes - aye
Blake Wilson – aye	Jim Norton – aye	Jared Glover - aye
Seth Wadley – aye		

Motion passed unanimously.

Initial License Applications:

The Deputy Executive Director presented an update of applications completed since the last meeting along with applications still pending. The following License Applications were then presented for consideration and action:

MANUFACTURERS / DISTRIBUTORS:

a. Arctic Cat - Thief River Falls, MN
Manufacturer of Arctic Cat Powersports
Director recommended approval

b. Segway, Inc. – Plano, TX
Distributor of Segway Powersports
Director recommended approval

c. Whisper Carts – Johnson City, TN
Manufacturer of Whisper LSV and Landmaster Powersports
Director recommended approval

DEALERS:

d. Jay Hodge GMC of Muskogee – Muskogee, OK
Purchase of Kyle Edwards GMC
Director recommended approval pending receipt of dealer agreement

e. Lake Life Recreation & RV – Vinita, OK
New Dealer for Bintelli LSV
Director recommended approval pending passing facility inspection

f. Southwest Mitsubishi
Change of Majority Ownership & Dealer Principal
Director recommended approval pending receipt of dealer agreement

A motion was made by Jared Glover, seconded by Jim Norton, to accept the Executive Director's recommendations for applications "a – f" as submitted. The Chair called for a roll call vote; votes were as follows.

Jackie McClintock – aye	Jeff Johnson – aye	Curtis Hayes - aye
Blake Wilson – aye	Jim Norton – aye	Jared Glover - aye
Seth Wadley – aye		

Motion passed unanimously.

Seeing no new business, the Chair adjourned the meeting.

Approved by: _____ Date: _____