

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 August 21, 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 September 15, 2025, prior to 10am, and, announcement of the Board meeting and agenda were posted on the ONMVC website [www.oklahoma.gov/onmvc](http://www.oklahoma.gov/onmvc) on September 15, 2025 prior to 10am.*

The Oklahoma New Motor Vehicle Commission met in a Regular Meeting at 10:00 am, September 16, 2025. Chair Curtis Hayes called the meeting to order. A roll call was held; members present were Jackie McClintock, Sam Wampler, Jack Hodge, Cassie McGlothlin, Jeff Johnson, Jim Norton, Jared Glover and Curtis Hayes. Commissioner Seth Wadley was absent.

The Chair announced that there were enough members present to constitute a quorum. Also present were Brad Bailey, Executive Director, Marilyn Maxwell, Deputy Executive Director, Niki Batt, Deputy Attorney General, Scott May, Assistant Attorney General, Ty Mowdy, Assistant Attorney General.

Each Commission Member received a copy of the **Minutes** of the August 12, 2025, Commission meeting. Sam Wampler made a motion, seconded by Jackie McClintock, to accept the Minutes as presented. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Sam Wampler – aye	Jack Hodge- aye
Cassie McGlothlin - abstain	Jeff Johnson – aye	Jim Norton - abstain
Jared Glover – aye	Curtis Ayes - aye	

Motion passed.

**Review and Action on Claims and Financial Statements for August 2025**

The **Claims** and **Financial Statements** for the month of August 2025 were presented by the Deputy Executive Director. After discussion, a motion to approve both the payment claims and financial reports as submitted by the Deputy Executive Director was made by Jared Glover, seconded by Jim Norton. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Sam Wampler – aye	Jack Hodge- aye
Cassie McGlothlin - aye	Jeff Johnson – aye	Jim Norton - aye
Jared Glover – aye	Curtis Ayes - aye	

Motion passed unanimously.

**Director's Report**

The Executive Director informed the Commissioners that there have been nine new complaints since the last meeting, with one complaint resolved and three complaints closed. There was one carryover complaint since the last meeting which had been closed.

The Director provided an update on the interaction and demonstration of the updated Thentia system and report on contracting negotiations.

The Director provided a summary of discussions with OMES related to the posting of a Request for Information (RFI) from information technology providers for an artificial intelligence-based tool. The RFI features requirements and criteria for reviewing dealer website advertising and vehicle listings and should be issued at the end of September.

The Commissioners and the Director engaged in discussion about advertising rule topics including third-party website pricing, manufacturer influence on dealer presentation of conditional offers, manufacturer finance assistance in math boxes and most conspicuous pricing.

**FINES: Consideration and Action on the following Consent Orders, all for Alleged Advertising Violations:**

1. \$6,000 - Patriot CDJR of McAlester
2. \$6,000 – Edmond CDJR of Tulsa
3. \$4,000 - Confidence Chevrolet, Norman
4. \$3,000 - Landers Chevrolet, Norman
5. \$3,000 - Jim Norton Chevrolet, Tulsa
6. \$3,000 - David Stanley Dodge, Midwest City
7. \$3,000 - Nisan of Muskogee
8. \$3,000 - Hudiburg Ford, Wellston
9. \$3,000 - Bob Moore CDJR, OKC
10. \$2,000 - South Pointe CDJR, Tulsa
11. \$2,000 - Eskridge Honda, OKC
12. \$2,000 - Patriot CDJR of Pryor
13. \$2,000 - Southwest Honda of Lawton
14. \$2,000 - Frontier Chevrolet, El Reno
15. \$2,000 - Patriot CDJR of McAlester

The Director presented information relating to each of the alleged advertising violations listed above. He indicated that each dealer had signed a Consent Order and paid the associated fine. Jim Norton initiated discussion on the concept of intent in price advertising and the circumstances that may accompany situations where conditional pricing may be forwarded to third party websites, as a result of technical issues with inventory management tools such as vAuto. Jared Glover initiated discussion related to the term “supplier pricing” and its legitimacy in pricing and deal negotiation. The Commission may accept or reject any of the fines as presented. Cassie McGlothlin made a motion, seconded by Jim Norton, to accept Consent Orders 1-9 and 11-15 as presented and save Consent Order #10 for a separate vote. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Sam Wampler – aye	Jack Hodge- aye
Cassie McGlothlin - aye	Jeff Johnson – aye	Jim Norton - aye
Jared Glover – aye	Curtis Ayes - aye	

Motion passed unanimously.

Sam Wampler made a motion, seconded by Jeff Johnson, to accept Consent Order #10 as presented. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye  
Cassie McGlothlin - aye  
Jared Glover – nay

Sam Wampler – aye  
Jeff Johnson – aye  
Curtis Ayes - aye

Jack Hodge- aye  
Jim Norton - aye

Motion passed.

### **Discussion of Advertising Practices, Rules, Penalty Strike Scale Amounts, and Monthly Report**

The Director presented the advertising enforcement report reflecting the number and nature of anonymous reports, mystery shops, random on-site investigations and consent orders in process. As part of the discussion the Executive Director discussed new challenges with large, undefined savings claims now that dealers have moved conditional offers out of the “math box”.

The Director continued discussion by presenting an early draft example of proposed ONMVC advertising rules changes to improve clarity and make them better suited to enforcement action. The Director also briefly discussed the penalty scale and further efforts related to the investigation of large savings claims by use of a form-based request for additional information.

### **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:

#### **MANUFACTURER:**

- a. Heartland RV – Middlebury, TN  
Manufacturer of Heartland RV Towables (Purchased by Jayco, Inc)  
Director recommended approval
- b. PB Loader – Fresno, CA  
(Manufacturer of Truck Mounted Loaders, Asphalt Patchers and  
Emulsion Sprayer Trucks)  
Director recommended approval

#### **DEALERS:**

- c. Bob Hurley RV – Tulsa, OK  
Addition of Adventure Class C Motorhomes  
Director recommended approval
- d. Glen Rabe Outdoors - Ardmore, OK  
New Dealer for BV Powersports  
Director recommended approval pending the renewal of BV Powersports  
manufacturer license.

- e. Honda of Ardmore – Ardmore, OK  
Purchase of Patriot Honda  
Director recommended approval pending receipt of Dealer Agreement

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

Jackie McClintock – aye	Sam Wampler – aye	Jack Hodge- aye
Cassie McGlothlin - aye	Jeff Johnson – aye	Jim Norton - aye
Jared Glover – nay	Curtis Ayes - aye	

Motion passed.

**Discussion and possible action to enter Executive Session pursuant to 25 O.S. § 307(B)(1), for the purpose of interviewing and discussing the employment, hiring, or appointment of candidates A, B, and C for the position of Executive Director of the Oklahoma New Motor Vehicle Commission, for a six year term beginning on October 1, 2025, including but not limited to, compensation, job duties and performance expectations.**

A motion was made by Jim Norton, seconded by Cassie McGlothlin, to enter Executive Session. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Sam Wampler – aye	Jack Hodge- aye
Cassie McGlothlin - aye	Jeff Johnson – aye	Jim Norton - aye
Jared Glover – nay	Curtis Ayes – aye	

Motion passed unanimously

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A motion was made by Jim Norton, seconded by Jared Glover, to exit Executive Session. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye	Sam Wampler – aye	Jack Hodge- aye
Cassie McGlothlin - aye	Jeff Johnson – aye	Jim Norton - aye
Jared Glover – nay	Curtis Ayes – aye	

Motion passed unanimously.

A motion was made by Jack Hodge, seconded by Sam Wampler, to retain Brad Bailey as Executive Director with job performance measurables and salary adjustments to be considered at the October 2025 Commission Meeting. The Chair called for a roll call vote; votes were as follows:

Jackie McClintock – aye  
Cassie McGlothlin - aye  
Jared Glover – nay

Sam Wampler – aye  
Jeff Johnson – aye  
Curtis Ayes – aye

Jack Hodge- aye  
Jim Norton - aye

Motion passed unanimously.

Seeing no new business, the Chair adjourned the meeting.

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_