

**MINUTES OF THE SPECIAL
WORK STUDY SESSION HELD BY
THE MOORE CITY COUNCIL
JANUARY 20, 2026 – IMMEDIATELY FOLLOWING
ADJOURNMENT OF THE CITY COUNCIL MEETING**

The City Council of the City of Moore met in the Upstairs Conference Room, 301 North Broadway, Moore, Oklahoma on January 20, 2026 at 7:10 p.m. following adjournment of the regular City Council meeting with Vice-Mayor Kathy Griffith presiding.

*Adam Webb
Councilman, Ward I*

*Kathy Griffith
Councilwoman, Ward I*

*Melissa Hunt
Councilwoman, Ward II*

*Rob Clark
Councilman, Ward II*

*Sid Porter
Councilman, Ward III*

*Louie Williams
Councilman, Ward III*

PRESENT: Porter, Hunt, Williams, Webb, Clark, Griffith
ABSENT: Hamm

Agenda Item Number 2 being:

DISCUSSION REGARDING THE PROPOSAL OF A PERMANENT ONE-CENT SALES TAX TO FUND FUTURE CAPITAL IMPROVEMENT PROJECTS.

Brooks Mitchell, City Manager, advised that Pat McFerron with CHS & Associates is a political consultant and pollster that has worked with Oklahoma City and Tulsa. Mr. McFerron administered a random poll to gauge public opinion regarding the proposed one-cent sales tax increase. Results of the poll indicate that people were in favor of the proposition when they realized the proposal would reduce their property tax. The proposed sales tax increase did not seem to create a negative reaction. Mr. McFerron suggested emphasizing the points of interest which are streets and public safety. If Council votes to approve placing the proposition on a ballot at the February 2, 2026 Council meeting, he recommended going silent until March 15, 2026. Mr. Mitchell advised that three informational meetings will be held next week to give interested citizens information regarding the proposal, answer any questions, and obtain feedback. He stated that dates, times, and locations of the informational meetings are on the City's website. If Council approves calling an election they can begin discussing strategy. Mr. Mitchell advised that there will be planned informational videos and meetings, town hall meetings, and volunteers who plan to make and put up signs, and the support of the Police and Fire Unions.

DISCUSSION:

Councilwoman Hunt asked if it would be better to place the proposition on a regular election rather than a special election since there is typically a bigger turn out. Councilman Williams stated that in most cases, regardless of whether it is a special or a regular election, there is only a small percentage of votes cast. On average he felt there were only around 3,000 votes cast in most elections. Mr. Mitchell indicated that Mr. McFerron pulled the votes from the ¼ cent sales tax election in 2019, the gas franchise agreement in 2021, the G.O. Bond in 2021, the recycling election in 2023, and the hotel/motel tax election in 2025. The

sample poll indicated that 1% voted in all five elections, 2% voted in four out of five elections, 6% voted in three out of five elections, 10% two out of five elections, and 16% voted in one out of five elections. He stated that 35% voted in at least one election while 65% did not vote at all. Vice-Mayor Griffith wondered if there was a sense of complacency and they aren't voting because they believe everything is going well and their voice doesn't need to be heard. She also wondered if there was a high turnout, would it be because they were against the proposal. Mr. Mitchell felt we would know if a large portion of the citizens were against the proposal before election day. There would be more people showing up to the City Council Meetings, and Council and staff would be receiving more emails and phone calls.

Councilman Webb asked how many responses were received from the online survey that was recently performed and if any comments were received on Facebook or other social media sites. Deidre Ebrey, Assistant City Manager/Public Affairs Director, indicated there were approximately 500 responses to the survey. Councilman Clark advised that comments made on What's Up Moore regarding the proposed sales tax increase seem as though they lacked a full understanding of the issue. Councilman Clark suggested doing the survey again following the Town Hall meetings, and any other educational opportunities that are presented to the public, to see if the response changes. Mr. Mitchell indicated that some of the information was scheduled to be pushed out closer to the election date. Councilwoman Hunt also pointed out that in order to put the proposition on the April 7, 2026 ballot Council must vote on the resolution calling for the election by the February 2, 2026 meeting to meet statutory deadlines. Mr. Mitchell advised that it was his understanding that the City of Norman and Oklahoma County also plan to put a sales tax increase on the April 7th ballot.

Councilman Williams asked if the City Council had any input as to the wording of the proposition. Mr. Mitchell advised that the City's bond counsel, Terry Hawkins, writes the language to meet statutory requirements. He asked Mr. Hawkins if there could be some mention in the language about passage of the proposition resulting in a decrease in property taxes. After researching the subject Mr. Hawkins determined that the proposition could not include the suggested language. Councilwoman Hunt wanted to make sure that voters did not think that it would be a one for one trade. Councilman Porter felt that education is the key. He had someone tell him that he voted no when he took the online survey, but after Councilman Porter explained it in more detail, he said if he had known that he would have voted yes. Councilman Williams stated that based on what Councilman Porter said, he felt that how the City crafts our messaging will be the determining factor.

Councilman Porter felt that support of the Police and Fire unions was a plus. He felt that to get people to vote they need to know what the sales tax will help fund because some people are interested in streets while others are interested in parks. He commented that not many citizens attend the Town Hall meetings. He felt it was very beneficial when citizens want to help by putting information out there. He also felt that the information being presented by Mr. Mitchell was beneficial. He felt that with other entities including sales tax propositions on the ballot now is the time we should do it too. Councilman Porter didn't feel that most people would stop at the City limit lines because our sales tax is a little higher.

Vice-Mayor Griffith felt that the silence of the majority speaks volumes about their trust in the leadership. If they didn't have faith they would be reaching out much more often with their concerns. Mr. Mitchell felt it must mean something when the current Council ran for re-election unopposed.

Councilman Williams asked what the City's stance is on social media. Ms. Ebrey indicated that the City has 15 platforms. Councilwoman Hunt asked how the public was being notified of the informational and Town Hall meetings. Ms. Ebrey stated that they are listed under events on social media. Councilwoman Hunt asked if something could be placed on the television stations. She noted that Channel 4 mistakenly reported that Moore had already passed the proposed sales tax increase. Mr. Mitchell indicated that the media typically starts reporting closer to the election date. Ms. Ebrey stated that three informational meetings to be held February 27-29, 2026 are handled more as an extension of the survey and is an

opportunity for questions and answers, which is different than the Town Hall meetings which will include a presentation. Mr. Mitchell stated that Rob Morris with Trifecta will do several videos and post them to the website.

Councilman Porter asked if the unions would be putting out signs supporting the proposition. Mr. Mitchell advised that in the past they have placed ads in the Moore Monthly. Councilman Porter felt that would be beneficial since a portion of the sales tax would go toward public safety. Ms. Ebrey stated that when dates are set for the Town Hall meetings information can be placed in the newsletter included with the water bill. For individuals that pay online, there is a link that directs them to the newsletter. She mentioned that direct mailing, such as postcards, can be sent out that includes information. Councilman Webb stated that if the proposition fails, he felt it should be restructured and brought back for a vote as a temporary sales tax so the public can decide if they want to keep it in the future. He stated that there is a proven national model. For example, the City of Oklahoma City gets approval rates of around 76% on sales tax renewals. He also believes there should be specific uses for the tax to provide more accountability to the voters. Councilwoman Hunt felt that having more flexibility was part of the reason for proposing a permanent one-cent sales tax. She added that Oklahoma City is doing temporary sales tax renewals and general obligation bonds. Mr. Mitchell stated that the next few projects have been identified. Councilman Webb felt that we need the public safety center and to fix some of the drainage issues, but he also felt we should include some quality-of-life projects to appeal to other people. He felt that voters feel more empowered when the propositions are structured on a temporary basis with specific projects in mind. Councilman Williams asked what specifically he was referring to in Oklahoma City. Councilman Webb indicated he was referring to the MAPS program. Councilman Williams stated that MAPS is different because it is a dedicated tax to go toward one thing and those votes are different from infrastructure votes. Councilman Clark added that Oklahoma City can do that because they have the G.O. bonds to fund the roadway improvements. Councilwoman Hunt asked Councilman Webb how he would feel about proposing a ten-year tax and including some projects but not identifying every project. Councilman Webb felt it would be fair to tell the voters what the vast majority of the money would be used for and say that 20% of the taxes would be contingency funds. He commented that he was willing to vote to put the current proposal on a ballot. If it fails, he suggests circling back with a temporary tax proposition with specific projects in mind. Mr. Mitchell didn't feel we could lock ourselves into a temporary tax for specific things and still say we are going to reduce the property tax. If it passes and something unforeseen happens the City would have to find a way to fund it, possibly using G.O. bonds.

Mr. Mitchell stated that information has not been pushed out to the public since Council has not yet voted to place it on the ballot. He stated that the survey reflected that people support public safety, believe the roads need repairs, and believe property taxes are too high. He felt the City needed to get the word out that this proposition covered all of those things. Mr. Mitchell indicated that, with the exception of the public safety facility, the citizens have voted on every construction project being proposed. Some of them already have G.O. bonds available for construction or engineering.

Mr. Mitchell stated that he planned to put an item on the February 2, 2026 agenda to consider calling an election regarding passing a permanent one-cent sales tax. The dates, times, and locations of the informational meetings are available on the website.

Agenda Item Number 3 being:

ADJOURNMENT

Councilwoman Hunt moved to adjourn the special meeting, second by Councilman Clark.

Ayes: Porter, Hunt, Williams, Webb, Clark, Griffith
Nays: None
Absent: Hamm

The meeting was adjourned at 8:04 p.m.

TRANSCRIBED BY:

RHONDA BAXTER, Executive Assistant

FOR:

ADAM WEBB, MPWA Secretary

These minutes passed and approved as noted this ____ day of _____, 2026.

ATTEST:

VANESSA KEMP, City Clerk