



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
21st City Council

PR21CC-1284

82nd Regular Session

RESOLUTION NO. SP- **8728**, S-2021

A RESOLUTION AUTHORIZING THE CITY MAYOR, HONORABLE MA. JOSEFINA G. BELMONTE, TO ENTER INTO A MEMORANDUM OF AGREEMENT WITH CITY ADVERTISING VENTURES CORPORATION, REPRESENTED BY ITS PRESIDENT, HOSPICIO G. NERI, JR., FOR THE LEASE OF CITY OWNED LAMP POSTS FOR ADVERTISEMENTS.

Introduced by Councilors FRANZ S. PUMAREN and DONATO "Donny" C. MATIAS.

Co-Introduced by Councilors Bernard R. Herrera, Lena Marie P. Juico, Dorothy A. Delarmente, M.D., Tany Joe "TJ" L. Calalay, Nicole Ella V. Crisologo, Victor V. Ferrer, Jr., Winston "Winnie" T. Castelo, Atty. Bong Liban, Eden Delilah "Candy" A. Medina, Ramon P. Medalla, Mikey F. Belmonte, Estrella C. Valmocina, Kate Galang-Coseteng, Matias John T. Defensor, Wencerom Benedict C. Lagumbay, Jorge L. Banal, Sr., Peachy V. De Leon, Imee A. Rillo, Marra C. Suntay, Irene R. Belmonte, Resty B. Malañgen, Ivy L. Lagman, Hero M. Bautista, Jose A. Visaya, Karl Castelo, Patrick Michael Vargas, Shaira L. Liban, Allan Butch T. Francisco, Marivic Co Pilar, Melencio "Bobby" T. Castelo, Jr., Rogelio "Roger" P. Juan, Diorella Maria G. Sotto-Antonio, Eric Z. Medina, Freddy S. Roxas and Noe Dela Fuente.

WHEREAS, on 20 September 2021, the Quezon City Council approved Ordinance No. SP-3044, S-2021, entitled: "An Ordinance Regulating Billboards, Signs and Other Outdoor Media in Quezon City Government Property, Providing for the Procedure for Applying for Installation of Such Outdoor Media and Other Connected Purposes";

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WHEREAS, Section 4 of Ordinance No. SP-3044, S-2021, designated the Quezon City Property Billboards Regulatory Committee ("Committee") to review the applications of outdoor media service providers and recommend the same for the approval of the City Mayor and the City Council;

WHEREAS, Quezon City owns the lamp posts within the city, which can serve as tools to generate additional revenue to the city as advertising media by way of display of advertising paraphernalia;

WHEREAS, on 08 October 2021, City Advertising Ventures Corporation submitted a letter of intent to the Office of the City Administrator to undertake the task of marketing of the advertising spaces of lamp posts within the city to prospective clients/advertisers;

WHEREAS, the City Administrator referred the application of City Advertising Ventures Corporation to the appropriate Committee for Evaluation;

WHEREAS, on 11 October 2021, the Committee convened to evaluate the application of City Advertising Ventures Corporation and agreed to recommend the same to the City Council;

WHEREAS, on 11 October 2021, the Committee signed a Resolution No. 01, Series of 2021, entitled: "Resolution Recommending to the City Council the Passage of a Resolution to Authorize the City Mayor to Enter into a Memorandum of Agreement with City Advertising Ventures Corporation for the Lease of Lamp Posts for Advertisements."

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED to authorize, as it does hereby authorize, the City Mayor, Honorable Ma. Josefina G. Belmonte, to enter into a Memorandum of Agreement with City Advertising Ventures Corporation, represented by its President, Hospicio G. Neri, Jr., for the lease of city owned lamp posts for advertisements.

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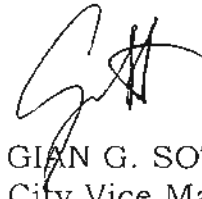
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RESOLVED FURTHER, that a copy of the subject Memorandum of Agreement shall form an integral part of this Resolution.

ADOPTED: November 22 2021



GIAN G. SOTTO
City Vice Mayor
Presiding Officer

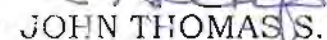
ATTESTED:



Atty. JOHN THOMAS S. ALFEROS III
City Government Dept. Head III

CERTIFICATION

This is to certify that this Resolution was APPROVED by the City Council on Second Reading on November 22, 2021 and was CONFIRMED on December 01, 2021.



Atty. JOHN THOMAS S. ALFEROS III
City Government Dept. Head III

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