RESOLUTION NO. 2795, S-2019

A RESOLUTION AUTHORIZING THE HONORABLE MAYOR CARMELITA A. ABALOS TO ENTER INTO A RENEWAL OF THE MEMORANDUM OF AGREEMENT (MOA) WITH DIGITAL OUT OF HOME, INC., FORMERLY KNOWN AS MACGRAPHICS CARRANZ INTERNATIONAL CORPORATION, AS THE LEGITIMATE/AUTHORIZED OUTDOOR ADVERTIZER TO USE THE LAMPPPOSTS, WAITING SHEDS/STOPOVERS, MURALS, BILLBOARD FOR PEDESTRIAN OVERPASS/ FOOTBRIDGES, DIRECTIONAL SIGNAGES AND LED GANTRY AND OTHER CITY PROPERTIES FOR ADVERTISING PURPOSES IN THE CITY OF MANDALUYONG

WHEREAS, the City Government of Mandaluyong has installed lampposts in various roads within its territorial domain which can serve primarily as public service message boards and as an advertising vehicle for other products and services;

WHEREAS, sometime in 2016, a Memorandum of Agreement (MOA) was entered into by the City Government of Mandaluyong with MacGraphics Carranz International Corporation, now known as “Digital Out of Home, Inc.”;

WHEREAS, as stated in the said MOA, MacGraphics Carranz International Corporation now known as “Digital Out of Home, Inc.” and with new business address at 27 F Avant Tower 26th Street, Fort Bonifacio, Taguig City, has been the legitimate/authorized outdoor advertiser of the City Government of Mandaluyong since 2016 to use the lampposts, waiting sheds/stopovers, murals, billboard for pedestrian overpass/footbridges, directional signages and LED gantry and other City properties for advertising purposes in the City of Mandaluyong after having won a public bidding;

WHEREAS, the Agreement has a validity period of three (3) years only, starting from its signing and subject to renewal by the parties therein;

WHEREAS, Digital Out of Home, Inc., in its task as the legitimate/authorized outdoor advertiser of the City Government of Mandaluyong always complied with its duties and responsibilities and remitted twenty-five (25%) percent of the amount paid by each advertiser per month to the City of Mandaluyong. The same is advantageous and beneficial to the City of Mandaluyong as it protects and promotes the general welfare of the people of Mandaluyong and contribute to the City’s economic growth in terms of revenues coming from this project;

WHEREAS, the Mandaluyong City Billboard Committee (MCB), being the local authority which regulates the posting of billboards and advertising signs along all roads, public and open spaces in the City of Mandaluyong, has recommend the renewal of the Memorandum of Agreement with Digital Out of Home Inc. as the legitimate/authorized outdoor advertiser of the City Government of Mandaluyong;

WHEREAS, Digital Out of Home, Inc. pleaded for the renewal of the MOA with the City Government of Mandaluyong and undertakes to abide by the rules enforced by government regulatory agencies specifically those provided under Ordinance No. 483, S-2011, otherwise known as the “An Ordinance Regulating the Issuance of Locational and Content Clearances for Billboards and Advertising Signs in all Roads Public and Open Places within Mandaluyong City, Creating the
Mandaluyong City Billboard Committee (MCBC), Prescribing the Schedule of Fees and Charges, Policies, Guidelines and for other Purposes” which is promulgated by the Sangguniang Panlungsod of the City of Mandaluyong;

WHEREAS, a MOA between the City Government of Mandaluyong and Digital Out of Home, Inc. is needed again to set forth their complementary duties and responsibilities in this timely endeavor and a draft of the same was already reviewed by the City Legal Department and the same appears to be in accordance with the law and is reasonably and properly crafted;

WHEREAS, there is a need to authorize the City Mayor, Honorable Carmelita A. Abalos, via a resolution to enter into and sign the renewal of the MOA between the City Government of Mandaluyong and the Digital Out of Home, Inc.

NOW THEREFORE, on motion duly seconded, the Sangguniang Panlungsod of Mandaluyong, in session assembled, RESOLVED, as it hereby RESOLVES to authorize the City Mayor, Hon. CARMELITA A. ABALOS to enter into and sign the renewal of the MOA between the City Government of Mandaluyong and the DIGITAL OUT OF HOME, INC. The latter will be the former’s legitimate/authorized outdoor advertiser to use the lampposts, waiting sheds/stopovers, murals, billboard for pedestrian overpass/footbridges, directional signages and LED gantry and other City properties for advertising purposes in the City of Mandaluyong.

FURTHER RESOLVED, as it hereby RESOLVES that copy of this Resolution be furnished to the Mandaluyong City Billboard Committee, Office of the City Mayor, DIGITAL OUT OF HOME, INC. and to all other departments and offices of the City for their immediate information and appropriate action.

This Resolution shall take effect immediately upon its approval.

ADOPTED on this 23rd day of September, 2019, in the City of Mandaluyong.

I HEREBY CERTIFY THAT THE FOREGOING RESOLUTION WAS ADOPTED AND APPROVED BY THE SANGGUNIANG PANLUNGSOD OF MANDALUYONG IN REGULAR SESSION HELD ON THE DATE AND PLACE FIRST ABOVE GIVEN.

MA. TERESA S. MIRANDA
Sanggunian Secretary

ATTESTED BY:

JESUS O. CRUZ
Councilor &
Acting Presiding Officer

APPROVED:

CARMELITA A. ABALOS
City Mayor

Date: 02 OCT 2019