



OFFICE  
of the  
**SANGGUNIANG  
BAYAN**



**MONCADA, TARLAC**

**EXCERPT FROM THE MINUTES OF THE 14<sup>th</sup> REGULAR SESSION OF THE 11<sup>th</sup> SANGGUNIANG BAYAN OF MONCADA, TARLAC FOR CY 2023 HELD ON THE 8<sup>th</sup> DAY OF MAY 2023 AT THE SB SESSION HALL, NEW SB-ABC-SK BUILDING.**

**PRESENT:**

<b>HON. RAMON BENITO M. AQUINO</b>	<b>..VICE MAYOR / PRESIDING OFFICER</b>
<b>HON. JANIUS M. YASAY</b>	<b>..MEMBER</b>
<b>HON. RODOLFO C. ESPEJO, JR.</b>	<b>..MEMBER</b>
<b>HON. ALBERTO C. MARZAN, JR., MD</b>	<b>..MEMBER</b>
<b>HON. THELMAFLOR A. ESPEJO</b>	<b>..MEMBER</b>
<b>HON. CELESTE A. AYSON</b>	<b>..MEMBER</b>
<b>HON. GEORGE MICHAEL P. AGUILAR</b>	<b>..MEMBER</b>
<b>HON. CONSTANTE NESTOR A. FAVIS</b>	<b>..MEMBER</b>
<b>HON. DEAN MICHAEL V. DUQUE</b>	<b>..MEMBER</b>
<b>HON. GEORGE R. CUCHAPIN, MD</b>	<b>..LnB PRESIDENT</b>
<b>HON. EZEKIEL C. RIVERA</b>	<b>..SKF PRESIDENT</b>

**ABSENT:**

**NONE**

**RESOLUTION NO. 60**  
**Series of 2023**

**RESOLUTION AUTHORIZING THE MUNICIPAL GOVERNMENT OF MONCADA, TARLAC, THROUGH THE HONORABLE MAYOR ESTELITA M. AQUINO, TO ENTER INTO A SERVICE AGREEMENT WITH THE TECHNOLOGICAL UNIVERSITY OF THE PHILIPPINES MANILA (T.U.P. MANILA) COLLEGE OF ARCHITECTURE AND FINE ARTS RELATIVE TO THE ADVERTISING PLAN AND CAMPAIGN FOR THE HOMETOWN DELIGHTS ICE CREAM PRODUCT OF THE LOCAL GOVERNMENT UNIT OF MONCADA**

**Sponsored by: Coun. George Michael P. Aguilar**

**WHEREAS**, the Honorable Mayor Estelita M. Aquino is endorsing to this August Body a proposed service agreement relative to the implementation of an advertising plan and campaign for the LGU's Hometown Delights Sweet Potato Ice Cream to be jointly conducted by the LGU and the student researchers from the Technological University of the Philippines Manila (T.U.P. Manila) College of Architecture and Fine Arts;

**WHEREAS**, the students will provide the advertising plan and campaign for the launching activity of the aforesaid ice cream product while the Local Government Unit of Moncada, for its counterpart, shall provide the materials, advertising expenses, and other support mechanisms through an approved project study and proposal to ensure the success of the event that will redound to the product's recognition and potential increase in sales;



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**WHEREAS**, after a careful review of the provisions, terms and conditions of the subject agreement, this Body finds the same to be in order;

**NOW, THEREFORE**, premises considered, and on motion by Coun. George Michael P. Aguilar, duly seconded:

**RESOLVED**, that this Sanggunian, acting on the favorable recommendation of the Committee on Tourism and Trade and Industry, hereby authorizes the Municipal Government of Moncada, Tarlac, through the Honorable Mayor Estelita M. Aquino, to enter into a service agreement with the Technological University of the Philippines Manila (T.U.P. Manila) College of Architecture and Fine Arts relative to the advertising plan and campaign for the hometown delights sweet potato ice cream product of the Local Government Unit of Moncada;

**RESOLVED FURTHER**, that copies of this Resolution be furnished all concerned parties for their information and appropriate action;

**CARRIED.**

**CERTIFIED to have been duly  
ADOPTED on the above-  
mentioned date and place:**

  
**VICTOR SANDINO S. MOLINA**  
Secretary, Sangguniang Bayan

**ATTESTED AND CERTIFIED  
TO BE DULY ADOPTED:**

  
**RAMON BENITO M. AQUINO**  
Vice Mayor & Presiding Officer

