



OFFICE OF THE SAGGUNIANG PANLUNGSOD

COMMITTEE ON INFORMATION AND COMMUNICATION  
TECHNOLOGY

COMMITTEE REPORT  
NO. ICT-016--S-2023

OFFICE OF THE  
SANGGUNIANG PANLUNGSOD  
RECEIVED  
By: ARIEL  
DATE: 2/5/24 TIME: 8:59  
BACOR CITY, CAVITE

Subject: A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT WITH BLCK MARKETING, INC. IN REGARD TO FREE WORKSHOP OR SEMINAR TO ASPIRING CONTENT CREATORS WHO ARE REGISTERED VOTERS IN THE CITY OF BACOR.- PCR-464 dated December 5, 2023

Referred to this Committee is the above-subject matter for appropriate action and recommendation.

**PROJECT OBJECTIVE:**

The workshop/seminar offered by BLCK Marketing, Inc. aims to provide the aspiring Content Creators the discipline on the use of social media, facebook posts and blogs. The aspirants will also acquire higher skill in the field of communication, creativity and content development.

**RESPONSIBILITIES OF THE CITY GOVERNMENT UNDER THE MOA:**

Under the proposed Memorandum of Agreement (MOA), the City Government of Bacoor shall be responsible in providing the following:

- Program for the Project.
- Venue for the Project.
- Meals for the members of BLCK Marketing, Inc, who will conduct the workshop.
- Technical requirements for the Projects (if any).
- Coordination of the Project with the city government relevant teams (e.g. production, marketing, etc.).
- Project Coordinator who shall work with BLCK Marketing, which shall be the City Information Office.
- Audience mobilization.

**FINDINGS:**

The Committee finds the proposed workshop beneficial to the aspiring Bacoorenos, and that the shared responsibilities under the MOA are normal in the process.



Republic of the Philippines  
PROVINCE OF CAVITE  
City of Bacoor

CGBCR-SPBac-F003.00  
10/20/2023

OFFICE OF THE SAGGUNIANG PANLUNGSOD

**RECOMMENDATION:**

In view of the foregoing, the Honorable Members of the Committee hereby recommend **TO APPROVE** the City Resolution authorizing the City Mayor, Hon. Strike B. Revilla to enter into and sign on behalf of the City Government of Bacoor the Memorandum of Agreement with BLCK Marketing, Inc., for the conduct of content creator workshop

**WE HEREBY CERTIFY** that the contents of the foregoing report are true and correct.

Signed this     day of January 2024 at the City of Bacoor, Cavite.

**THE COMMITTEE ON INFORMATION AND COMMUNICATION TECHNOLOGY**

  
HON. ROGELIO M. NOLASCO  
Chairman

  
HON. ALEJANDRO F. GUTIERREZ  
Vice Chairman

  
HON. ADRIELITO G. GAWARAN  
Member

  
HON. REYNALDO D. PALABRICA  
Member

Prepared by:

  
**ROBERTO A. DE GUZMAN**  
Local Legislative Staff Assistant I





Republic of the Philippines  
PROVINCE OF CAVITE  
City of Bacoor

OFFICE OF THE SAGGUNIANG PANLUNGSOD

Committee on Information and Communication Technology

COMMITTEE HEARING MINUTES

NO. ICT-016-S-2023

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Subjects: *A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. STRIKE B. REVILLA, TO SIGN A MEMORANDUM OF AGREEMENT WITH BLCK MARKETING, INC. IN REGARD TO FREE WORKSHOP OR SEMINAR TO ASPIRING CONTENT CREATORS WHO ARE REGISTERED VOTERS IN THE CITY OF BACOR. – PCR-464-2023* dated December 5, 2023.

Present:

**Committee on Information and Communication Technology**

Hon. Rogelio M. Nolasco - Chairman  
Hon. Alejandro Gutierrez - Vice Chairman  
Hon. Adrielito Gawaran - Member

**Resource Persons:**

Ms. Janine Go - BLCK Marketing  
Mr. Lodgene Asuncion - Management Information System  
Ms. Lysa Blancaflor - CICRD

**Hon. Rogelio Nolasco:** "Magandang hapon po sa inyo, bago po tayo magsimula ipinapakilala ko po sa inyo ang aking mga kasamang Konsehal, si Konsehal Alejandro Gutierrez ang Vice Chairman ng Information and Communication Technology, at si Konsehal Adrielito Gawaran po ang aming Member. For our record pwede pong magpakilala ang bawat isa."

**Hon. Rogelio Nolasco:** "Maraming salamat po sa inyong lahat. An gating subject matter ay "**PCR-464-2023 – A RESOLUTION AUTHORIZING THE CITY MAYOR, HON. STRIKE B. REVILLA TO SIGN A MEMORANDUM OF AGREEMENT WITH BLCK MARKETING INC. IN REGARD TO FREE WORKSHOP OR SEMINAR TO ASPIRING CONTENT CREATORS WHO ARE REGISTERED VOTERS IN THE CITY OF BACOR** is call to order. Ms. Janine from BLCK Marketing pwede pong paki elaborate regarding po sa BLCK Marketing?"

**Ms. Janine Go:** "Yes po, first of all, **BLCK Marketing** is a Production and Advertizing Company, were established 12 years na po kami in our market, so, our goal ngayon po we have a **Self-Made** project which is to educate the aspiring Content Creators to have a knowledge to create their content ganyan, since ang dami po mostly ang RH ready from 20 to 30 years old sila yung mga



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gustong gumawa ng content usually on Facebook, since static post or photos is not that picking up na. So, to turn na tayo into reels so, ang gusto sana namin to share our knowledge to the aspiring content creator's kung paano ba gumawa ng content para maiwasan natin yung mga content na yung basta lang nag turn in sila then with our workshop para maturuan sila how it does really work. We have reproduction, ano ba ang plano nila to shoot at kung paano i shoot using phone or kung mayroon na silang equipment or camera we can also teach them how to operate para we want to share our basic knowledge para magawa din nila, para ba yung pag pa process namin to create a content and lastly para ba malaman nila kung paano ba nag wo work yung Facebook –Meta natin kung paano ba sila mag e earn sa Facebook para ma maximize nila kung ano meron sila ngayon. Yun po and gusto rin naming ituro sa mga students and we want to share it free sa mga students namin. Actually we have our first workshop sa office lang namin last weekend and we have a total of 40 students. So yun po, and this coming weekend we have big pax po, we have already 100 pax po sa Revilla Hall po gaganapin."

**Hon. Alejandro Gutierrez:** "Kasama na taga Bacoor doon?"

**Ms. Janine Go:** "Opo."

**Ms. Lysa Blancaflor:** "Nagpatawag nga po si Mayor, ang sabi ko mag subscribe tayo dito tapos pinatawag nya ako for committee hearing. Sabi nya sige I expedite na kasi kailangan na nating maka buo ng mga batang pwedeng makatulong sa atin na magpalabas ng mga information tungkol dito sa City Government."

**Hon. Adrielito Gawaran:** "In other words doon sa sinabi mo parang lumalabas na experty kayo sa Social Media?"

**Ms. Janine Go:** "Yes po, sa Social Media Management Relationship, Commercial Shoot, Product Brand and Corporation."

**Hon. Rogelio Nolasco:** "Okey po, Mr. Lodgene may gusto pa po kayong sabihin?"

**Mr. Lodgene Asuncion:** "Wala naman po kaming opposition kaya lang po medyo kasi yung CIO ang nag ma manage ng Social Media at meron silang programa din sa Social Media and also CIO is responsible for the management and promotion of the Social Media of Mayor Strike B. Revilla siguro iyong programa which pertain to Social Media Marketing it should be align sa project ng CIO maganda naman yung objective ni Mayor kasi gusto nya exposure ng City Government to promote the City Government projects through Facebook and other Social Media Platforms mas maganda siguro proper coordination with the CIO para align doon sa programa or baka mayroon silang other program na gustong i implement which involves content creators baka magkaroon lang ng confusion or banggaan. Yun lang ang iniwasan natin eh





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so siyempre para smooth din po yung implementation ng programa, which is maganda naman ang programa na inimplement ni Mayor, i align po natin."

**Hon. Adrielito Gawaran:** "Sa inyo din diba Social Media din kayo? Mas makadagdag pa yung knowledge nyo dito sa amin sa City Government of Bacoor."

**Hon. Alejandro Gutierrez:** "Nabasa naman ninyo yung content ng agreement sa kanila?"

**Ms. Lysa Blancaflor:** "Yes po okey naman sila."

**Mr. Lodgene Asuncion:** "May question lang Sir sa resource person natin sa **BLCK Marketing** ano po yung target groups nyo?"

**Ms. Janine Go:** "Opo, ang first po kasi ang napag usapan po namin yung organic talaga ng mga media influencers po kaya hindi po kami masyadong nag offer dito sa City Hall, ang gusto po kasi ni Boss yung talagang ineteresadong gumawa ng content kasi passion din po kasi yun eh."

**Hon. Adrielito Gawaran:** "Maraming vision yun eh kaya siguro gusto talagang matulungan."

**Ms. Lysa Blancaflor:** "Yes po ang paggawa ng content hindi lang siya basta para maituloy tuloy yung career nya kaya magandang bagay yung mag offer ang **BLCK Marketing** sa atin para ma guide din po yung mga kabataan sa atin. Mga bata po kasi actually yung nag register."

**Mr. Lodgene Asuncion:** "Sino nag pa register si **BLCK Marketing** o kayo?"

**Ms. Lysa Blancaflor:** "Ang nagbigay po ng link ay CIO."

**Mr. Lodgene Asuncion:** "Open yan?"

**Ms. Lysa Blancaflor:** "Yes po para sa mga taga Bacoor lang po. Hindi pwedeng taga labas. Makinabang muna mga residente natin."

**Mr. Lodgene Asuncion:** "Pwede bang may proper screening kung sino yung pwedeng participants baka mamaya halimbawa content creator sila pero yung image against sa City Government yun pa mag benefit."

**Hon. Alejandro Gutierrez:** "Di ba may schedule seminar na? kailangan ma check natin kung sino yung aatend sa seminar kailangan ma screen natin yan eh."

**Ms. Lysa Blancaflor:** "Yes po i che check ko po. Nakipagtulungan po kami kay Kagawad Milo, sila po yung nag ha handle ng pagkuha ng registration at doon sa link so I will check with them kung na screen nila properly



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yung participants. I double ckeck ko po sa Saturday na yun, pero meron po silang system na ginagamit na pag check ng profile ng nagpa registered."

**Hon. Rogelio Nolasco:** "Actually ang participants must be a registered voter ng City of Bacoor. Ang masasabi lang natin sa BLCK Marketing kailangan ang proper coordination sa atin pong CIO."

**Hon. Alejandro Gutierrez:** "Kailangang magkaroon ng agreement na sila ang mag hahandle."

**Ms. Lysa Blancaflor** "Hopefully kung magtuloy tuloy po starting this Saturday sa City Government, Schedule po natin yung sa Barangay ang bawat seminar."

**Hon. Adrielito Gawaran:** "Tatal nadinig natin na maganda ang intention sa City Government siguro ang gusto lang namin at ang suporta namin at yung suporta nyo rin maging maganda ang relationship nyo sa amin at sa City Government of Bacoor, your welcome po."

**Hon. Rogelio Nolasco:** "Sana po ay maging maayos ang proper coordination nyo kasi baka later on mas umangat pa kayo eh para maging maganda lalo."

**Hon. Adrielito Gawaran:** "Mr. Chair, since no other matters to be discussed I move for the adjournment of this hearing."

**Hon. Alejandro Gutierrez:** "Second."

**Hon. Rogelio Nolasco:** "Motion approve."

The hearing adjourned at 2:28 P.M.

Prepared By:

EDGARDO B. NOLASCO  
CLERK

Attested By:

COUN. ROGELIO "BOK" M. NOLASCO  
Chairman

Committee on Finance, Budget and Appropriation











Republic of the Philippines  
PROVINCE OF CAVITE  
City of Bacoor

OFFICE OF THE SAGGUNANG PANLUNGSOD



**PICTURES OF COMMITTEE HEARING ICT-016-S-2023**

PCR-464-2023 - A RESOLUTION AUTHORIZING THE CITY MAYOR TO SIGN THE MOA WITH BLCK MARKETING INC. FOR FREE WORKSHOP SEMINAR TO ASPIRING CONTENT CREATORS FOR REGISTERED VOTERS IN THE CITY OF BACOR.



Republic of the Philippines  
Province of Cavite  
**CITY OF BACOOR**  
*Office of the Mayor*

December 1, 2023

**HON. ROWENA BAUTISTA-MENDIOLA**  
Vice Mayor, City of Bacoor  
Bacoor Government Center  
Bacoor City, Cavite



**THRU:** **Atty. Khalid Atega, Jr.**  
Sangguniang Panlungsod Secretary

**SUBJECT:** **Request for Authority to Enter Into and Sign the Memorandum of Agreement with BLCK Marketing, Inc.**

Dear Hon. Bautista-Mendiola:

Per Indorsement, dated 30 November 2023, issued by the Office of the City Administrator, concerning the above-mentioned subject, I respectfully request the esteemed members of the Sangguniang Panlungsod to pass a resolution authorizing the City Mayor to enter into and sign the abovementioned Memorandum of Agreement. The said agreement with BLCK Marketing, Inc. aims to provide FREE workshop or seminar to aspiring content creators who are registered voters in the City of Bacoor. The said workshop will contribute to the fulfillment of the Parties in educating aspiring content creators on the values of content creation, fundamentals of being a content creator, introduction to tools and equipment used relative thereto including audio and video editing, among others.

Attached herewith is the aforementioned endorsement and draft Memorandum of Agreement for your immediate reference.

Sincerely yours,

  
**STRIKE B. REVILLA**  
City Mayor 



Address: Bacoor Government Center, Bacoor Blvd., Drgy. Bayanan, City of Bacoor, Cavite  
Trunkline: 434-1111 Website: www.bacoor.gov.ph





## MEMORANDUM OF AGREEMENT

### KNOW ALL MEN BY THESE PRESENTS:

This Memorandum of Agreement ("Agreement") is made and entered into by and between:

**CITY GOVERNMENT OF BACOR,** a local government unit duly created and existing under the laws of the Republic of the Philippines with principal office address at Bacoor Government Complex, Molino Boulevard, Barangay Bayanan, Bacoor City, Cavite 1402, represented herein by its local chief executive, **HON. STRIKE B. REVILLA**, who is duly authorized to represent the City Government of Bacoor in this Agreement as evidenced by Board Resolution No. \_\_\_\_\_ dated \_\_\_\_\_,<sup>1</sup> (hereinafter referred to as the "**FIRST PARTY**")

and

**BLCK MARKETING, INC.,** a private corporation duly registered and existing under the laws of the Republic of the Philippines, with principal office address at 23 Panay Ave., Barangay Paligsahan, Quezon City 1103, represented herein by **FABBY EARL FABILEÑA**, who is duly authorized to represent BLCK Marketing, Inc. in this Agreement as evidenced by Board Resolution No. \_\_\_\_\_ dated \_\_\_\_\_,<sup>2</sup> (hereinafter referred to as the "**SECOND PARTY**").

Each shall be referred to as a "Party" and collectively as the "Parties".

### WITNESSETH:

**WHEREAS,** the **FIRST PARTY** is planning to conduct a content creator workshop ("Workshop"), free of charge, intended for aspiring content creators who are registered voters of the **FIRST PARTY**;

**WHEREAS,** the **SECOND PARTY** has offered to assist the **FIRST PARTY** by facilitating the conduct of the said Workshop, likewise free of charge;

**WHEREAS,** the **SECOND PARTY** is in the business of general marketing that is composed of an adequate number of established content creators, possessing the necessary skills and qualifications, habitually

<sup>1</sup> Copy of Board Resolution No. \_\_\_\_\_ dated \_\_\_\_\_ is attached as Annex A

<sup>2</sup> Copy of Board Resolution No. \_\_\_\_\_ dated \_\_\_\_\_ is attached as Annex B

conducting trainings, seminars, and workshops for aspiring content creators as part of its corporate social responsibility (CSR);

**WHEREAS**, the Parties agreed to hold the Workshop on 20 January 2024 at 1:00 PM at the Revilla Hall, Bacoor Government Center, Molino Blvd., Bacoor City, Cavite, which shall cater at least 100 participants ("Project");

**WHEREAS**, the Project shall contribute to the fulfillment of one of the missions of the Parties, that is, to educate aspiring content creators on the values of content creation, fundamentals of being a content creator, introduction to tools and equipment used relative thereto including audio and video editing;

**WHEREAS**, the Project shall contribute to FIRST PARTY's aim of promoting the value of quality media content in Philippine setting, given the current trend in media reception;

**WHEREAS**, the Project shall be considered as part of the CSR of the SECOND PARTY in educating the public youth about the advantages and disadvantages, benefits and dangers of social media content creation;

**NOW, THEREFORE**, the Parties hereto mutually agree to undertake, execute, and implement the Project in close collaboration and coordination with each other, subject to the following terms and conditions:

**Section 1. Undertakings of the FIRST PARTY.** – The FIRST PARTY, in support of this Project, shall provide the following:

- a. Program for the Project;<sup>3</sup>
- b. Venue for the Project, which shall be the Revilla Hall in Bacoor Government Center, Molino Blvd., Bacoor City;
- c. Meals for the members of the SECOND PARTY;
- d. Technical requirements for the Project (if any);
- e. Coordination of the Project with the SECOND PARTY's relevant teams (e.g., production, marketing, etc.);
- f. Project Coordinator who shall work with the SECOND PARTY's relevant teams, which shall be the City Information Office (CIO);
- g. Audience mobilization;

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<sup>3</sup> Schedule A is attached as Annex "A"



- h. Marketing publicities and advertisements,<sup>4</sup>
- i. Certifications
- j. Applicable permits and licenses; and
- k. Health and safety protocols, such as but not limited to, marshals, ushers, safety officers, and stand-by medic, if necessary.

**Section 2. Undertakings of the SECOND PARTY.** – The SECOND PARTY shall provide the following:

- a. Training and workshop services, including the presentation material, resource speakers, hand-outs, and the like;
- b. Transportation of the members of the SECOND PARTY;
- c. Marketing and publicity support; and
- d. Freebies, raffle prizes, giveaway, and the like, if any.

**Section 3. Default.** – If for any case, not attributable to fault of either Party, the Project could not be possible on the date scheduled, both Parties shall agree in writing on a mutually acceptable alternate date.

**Section 4. Effectivity.** – This Agreement shall come into force and become effective upon and as of the date of the signing hereof by the authorized signatories of the Parties.

**Section 5. Entire Agreement.** – This Agreement constitutes the entire agreement between the Parties with respect to the transactions contemplated herein. All prior discussions, understandings, or arrangements between the Parties prior to the effectivity date hereof, whether express or implied, concerning the Project, are superseded by this Agreement.

**Section 6. Confidentiality.** – Each Party shall hold in strict confidence from any other person or entity all documents and information concerning any other Party, including their members, clients, and customers, furnished to it or its advisors, consultants, or agents by the other Party in connection with this Agreement or the transactions contemplated hereby.

**Section 7. Severability.** – In the event that any provision contained herein shall be declared invalid, illegal, or infirm in any respect by the competent authority, the validity, legality, and enforceability of the remaining provisions contained herein shall remain in full force and effect and not in any way be affected or impaired thereby.

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<sup>4</sup> Schedule B is attached as Annex "B"

**Section 8. Amendment.** – Any amendments or additional terms and conditions to this Agreement must be in writing, signed and acknowledged by the Parties.

**Section 9. Governing Law.** – This Agreement is governed by and construed in accordance with the laws of the Philippines.

**Section 10. Venue of Action.** – Any action or proceeding arising from or in connection with this Agreement shall exclusively be brought before a court of competent jurisdiction in the City of Bacoor, Cavite, Philippines, to the exclusion of all other venues.

**IN WITNESS WHEREOF,** the Parties have hereunto affixed their signatures this \_\_\_\_\_ at Bacoor City, Philippines.

**CITY GOVERNMENT OF  
BACOR**  
By:

**BLCK MARKETING, INC.**  
By:

**STRIKE B. REVILLA**  
City Mayor

**FABBY EARL FABILEÑA**  
Authorized Representative

SIGNED IN THE PRESENCE OF:

\_\_\_\_\_  
(Signature over Printed Name)  
Witness

\_\_\_\_\_  
(Signature over Printed Name)  
Witness



REPUBLIC OF THE PHILIPPINES)  
\_\_\_\_\_ ) S.S.

### ACKNOWLEDGEMENT

BEFORE ME, a Notary Public, this \_\_\_\_\_ in \_\_\_\_\_, personally appeared the following persons, who are identified by me through competent evidence of identity:

Name	Competent Evidence of Identity	Date and Place of Issue, and Expiry
CITY GOVERNMENT OF BACOR By: STRIKE B. REVILLA		
BLCK MARKETING, INC. By: FABBY EARL FABILEÑA		

known to me and to me made known to be the same person who executed the foregoing instrument and acknowledged to me that the same is her own free voluntary act and deed.

This Agreement consisting of five (5) pages including the page on which this acknowledgement is written has been signed on the left margin of each and every page thereof by the party and her witnesses, and sealed with my notarial seal.

WITNESS MY HAND AND NOTARIAL SEAL on the date and place first above written.

Doc. No. \_\_\_\_\_  
Page No. \_\_\_\_\_  
Book No. \_\_\_\_\_  
Series of \_\_\_\_\_