



Republic of the Philippines  
PROVINCE OF SORSOGON  
**MUNICIPALITY OF GUBAT**

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**OFFICE OF THE MUNICIPAL MAYOR**

**EXECUTIVE ORDER NO. 2020 - 014**

**REACTIVATION OF THE LOCAL PRICE COORDINATING COUNCIL  
OF THE MUNICIPALITY OF GUBAT, SORSOGON**

**WHEREAS**, Republic Act No. 7581, otherwise known as the Price Act, provides protection to consumers by stabilizing the prices of necessities and prime commodities and by prescribing measures against undue price increases during emergencies and like occasions;

**WHEREAS**, Republic Act No. 71, otherwise known as the Price Tag Law, requires that all articles of commerce and trade offered for sale to the public at retail shall be publicly displayed with appropriate tags or labels indicating the prices of such articles and such articles to be sold uniformly and without discrimination at the stated price.

**WHEREAS**, pursuant to Republic Act No. 7581 and Republic Act No. 71, all Local Chief Executives are strongly encouraged to activate their Local Price Coordinating Councils (LPCCs) or to organize the said Councils where there are none, for consumer protection purposes, and for a more purposive and sustained monitoring of selected prime commodities;

**NOW THEREFORE, I, SHARON ROSE G. ESCOTO**, Municipal Mayor of the municipality of Gubat, province of Sorsogon, by virtue of the power vested in me by law, do hereby order the reactivation of Municipal Price Coordinating Council of this municipality;

**Section 1. COMPOSITION.** The Municipal Price Coordinating Council (MPCC) shall be composed of the following:

Chairperson: HON. SHARON ROSE G. ESCOTO – Municipal Mayor

Vice-Chairperson: HON. SIXTO F. ESTAREJA – Municipal Vice Mayor

Members:

HON. NOE ENDAYA – SB Chair on Markets, Trade and Industry

HON. KENNETH ESCANDOR – SB Chair on Agriculture and Fisheries

HON. DANILO ENAJE – SB Chair on Food Security and Poverty Alleviation

FREDERICO DEMONTEVERDE – Head, Business Permits and Licensing Office

JOSELITO LUMBA – Administrative Assistant

JAIME ESTILLER – Administrative Officer

LEA SANTOS – Market Supervisor

JUSTINE FERATERO – MAO Representative

EDUARDO FELICIA – Municipal Budget Officer

MA. LUISA DOMETITA – MLGOO

LOUISE CHELSEA SIOSON – Business Counsellor, Gubat Negosyo Center

✕ RONELO ESPEÑO – President, Gubat Microentrepreneur Association

✕ HON. RAMILO FAJARDO – Acting President, Liga ng mga Barangay

✕ HON. JOSE ARTURO ENANO, President – ABC Representative, SP

## **Section 2. POWERS AND FUNCTIONS**

1. Coordinate and rationalize programs to stabilize prices and supply ;
2. Recommend to the National Price Coordinating Council or to the implementing agencies suggested retail prices (SRP) and/or the price ceilings for certain basic necessities and/or prime commodities;
3. Conduct in-depth analysis on causes for price fluctuations;
4. Recommend action steps to correct unwarranted price increases and supply shortages;
5. Conduct regular inspections of public market and business establishments;
6. Submission of reports on violations of Republic Act No. 7581 to the National Price Coordinating Council

**Section 3. MEETINGS.** The Municipal Price Coordinating Council shall meet at least once every quarter or as often as may be necessary.

**Section 4. REPEALING CLAUSE.** All orders and issuances that are inconsistent with this order are hereby repealed or modified accordingly.

**Section 6. EFFECTIVITY.** This order shall take effect immediately.

DONE this 16<sup>th</sup> day of APRIL 2020 in the Municipality of Gubat, Province of Sorsogon.

  
**SHARON ROSE G. ESCOTO**  
Municipal Mayor