

Motion Regarding the Approval of Movie Night as a New SSMU Event 2026-09-10

Submitted for: 2026-09-10

Submitted to:	SSMU Legislative Council	Document no.:	LEG-PUB-MOT-IDYY-MM-DD-SIN (to be assigned by Steering)
Moved by:	Maggie Tang <i>VP Internal</i>	Current Status:	☒ FOR APPROVAL ☐ APPROVED ☐ POSTPONED ☐ COMMITTED ☐ NOT APPROVED
Seconded by:	Achille Croquelois <i>Arts Representative</i>		

Issue

The SSMU seeks to establish an open-air "Movie Night" on Lower Field on September 22nd and 29th, 2026, an event supported by McGill. This motion formally approves Movie Night as a new, recurring SSMU event to foster accessible, low-barrier community building within the McGill and greater Montreal area, early in the Fall term.

Background and Rationale

This issue impacts the entire McGill undergraduate student body, faculty, staff, and the broader Montreal community by creating an accessible, low-cost social space. While student orientation occurs annually, there remains a structural need for low-barrier, dry community programming early in the Fall term that encourages cross-faculty interaction without a financial cost to them.

The proposed Movie Night will be in collaboration with TVM, and potentially McGill to take place on two Tuesday evenings (September 22nd and 29th, 2026) at lower field starting at 7:30 PM. The event features an outdoor cinema screening using an inflatable screen and sound system, accompanied by popcorn and non-alcoholic drink options.

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Creating a new recurring campus-wide event series involves multi-departmental coordination, university space management, financial allocations, and external sponsorship agreements such as Metro. Legislative Council approval is required to mandate the VP Internal and relevant departments to execute the logistics, and establish this initiative as an official SSMU event.

Alignment with Mission

This motion directly aligns with SSMU's core mission of Service, Representation, and Leadership by providing inclusive, high-impact, and accessible programming. It offers a free, open-access, alcohol-free community space that enhances student well-being and campus engagement. According to the Fall 2025 Special Plebiscite question: "What events would you like to see on campus?" students specifically requested more free, non-alcoholic, and movie night adjacent events.

Consultations Completed

VP Finance

- Consultations regarding budget approvals

President

- Consultations regarding all the steps from early planning to logistics with screen rental, McGill contributions, etc.

General Manager

- Consultations regarding all the steps from early planning to logistics and with screen rental

Internal Counsel and Corporate Secretary

- Looking at the fine print for the screen rental invoice

Governance Affairs Coordinator

- Consultation regarding the process to write this motion, submit it, and the contents of this motion

VP External

- Sponsorships

Sponsorship Specialist

- Sponsorships

TVM President

- Sponsorships, TVM collaboration, post-event promo video, volunteers
-

Risk Factors and Resource Implications

Weather & Attendance: Outdoor events face rain risks. A contingency booking has been identified at Leacock 132 to accommodate large capacity if weather requires on a different day of the week. This would be an additional cost as outlined in the budget.

Collaboration with McGill: In light of McGill agreeing to pay for half of this budget, Provost Angela Campbell raises certain questions before committing. Namely, one of importance for LC to consider is - how would a McGill contribution be publicized? To what extent do we want McGill on our advertisements and promotion plan? What are the implications and benefits of this decision?

Impact of Decision and Next Steps

The VP Internal and SSPN will have this financing amendment go to Board for approval, finalize film selections, and Lower Field space bookings, the SSMU Sponsorship Specialist will finalize external partner agreements to offset equipment costs and a comprehensive promotional campaign will be launched targeting the student body.

Film of Choice: According to 2 polls put up on the main SSMU Instagram, these films were voted on. 10 Things I Hate About You outnumbered the other options by quite a lot. A total of 45 responses were collected.

- 10 Things I Hate About You - 8 votes
- Project Hail Mary - 5 votes
- White chicks - 4 votes
- Pitch Perfect - 3 votes

Quebec-Related Film: After extensive research and consultation with the Executive Committee about this, 2 films are up for consideration including: Arrival (2016) and C.R.A.Z.Y (2005). Arrival was directed by Denis Villeneuve (from Quebec), has high ratings, high-profile actors, provides variety compared with "10 Things I Hate About You," and is perfect for an outdoor movie night setting. CRAZY is situated in Quebec, uses French dialogue (English subtitles will be needed), has high ratings, and is a coming-of-age movie.

- Arrival Synopsis: Linguist Louise Banks leads a team of investigators when gigantic spaceships touch down around the world. As nations teeter on the verge of global war, Banks and her

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crew must find a way to communicate with the extraterrestrial visitors.

- CRAZY Synopsis: Zachary is confused about his sexuality and is in conflict with his Catholic upbringing which alienates his parents. Forcing himself to like girls, Zachary also has to cope with his older brothers, who don't make his life any easier.

**Motion or
Resolution for
Approval**

Be it resolved, the SSMU Legislative Council approves the establishment of Movie Night as an official SSMU event series to take place on September 22nd and September 29th, 2026 on Lower Field.

Be it further resolved, this motion will be sent to Board for approval concerning the Movie Night Budget.

Be it further resolved, that the Vice-President (Internal) and the Student Services Planning Network (SSPN) be tasked with overseeing event logistics, volunteer coordination, and venue execution as outlined in the proposal.

**Results of the
Vote**

- ☐ In favour ()
 - ☐ Opposed ()
 - ☐ Abstain ()
-

Appendix A : Budget

Type of Expense	Cost	Proof/Notes																																													
Screen Rental + Projector + Sound System + Movie Licensing	\$3,121.57 x 2 = \$6,243.14	Bill To STUDENT SOCIETY OF MCGILL UNIVERSITY 3501 RUE PEEL MONTREAL H3A 1W7 Quebec Canada Invoice Date : 2026/07/21 Terms : Custom Due Date : 2026/09/23 Subject : Full turn key package for OUTDOOR CINEMA at McGill lower field 2026-09-22 <table><thead><tr><th>#</th><th>Item & Description</th><th>Qty</th><th>Rate</th><th>Amount</th></tr></thead><tbody><tr><td>1</td><td>PROJECTION SERVICE Projector with DVD / Blu-ray / Digital player 14' x 25' inflatable projection screen Sound system Setup and teardown On-site technicians</td><td>1.00</td><td>2,390.00</td><td>2,390.00</td></tr><tr><td>2</td><td>PUBLIC PERFORMANCE RIGHTS (PPR) Selected film TBD</td><td>1.00</td><td>325.00</td><td>325.00</td></tr><tr><td>3</td><td>***3 CIRCUITS 15A (110V) REQUIRED ON SITE***</td><td>1.00</td><td>0.00</td><td>0.00</td></tr><tr><td colspan="4">Sub Total</td><td>2,715.00</td></tr><tr><td colspan="4">GST (5%)</td><td>135.75</td></tr><tr><td colspan="4">QST (9.975%)</td><td>270.82</td></tr><tr><td colspan="4">Total</td><td>\$3,121.57</td></tr><tr><td colspan="4">Balance Due</td><td>\$3,121.57</td></tr></tbody></table>	#	Item & Description	Qty	Rate	Amount	1	PROJECTION SERVICE Projector with DVD / Blu-ray / Digital player 14' x 25' inflatable projection screen Sound system Setup and teardown On-site technicians	1.00	2,390.00	2,390.00	2	PUBLIC PERFORMANCE RIGHTS (PPR) Selected film TBD	1.00	325.00	325.00	3	***3 CIRCUITS 15A (110V) REQUIRED ON SITE***	1.00	0.00	0.00	Sub Total				2,715.00	GST (5%)				135.75	QST (9.975%)				270.82	Total				\$3,121.57	Balance Due				\$3,121.57
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Grounds Fees (Electricity) + Lower Field Booking	\$598.50 x 2 = \$1,197	T Teresa Standing, Mrs to me ▾ Wed 12 Aug, 14:33 ☆ ☹ ↶ ⋮ Hi Maggie, For electricity, please send an email to fcc.fod@mcgill.ca. Charges will apply for each event in the amount of \$598.50 (x 2). Payment is with a McGill foapal or external account number. Have you made arrangements for washroom access? Teresa Teresa Standing Administrative Officer Agente Administrative Facilities Management and Ancillary Services Gestion des installations et services auxiliaires Université McGill University 1010 Sherbrooke Street West, 11th floor Montreal, Quebec, Canada, H3A 2R7 Tel : 514 398-4412 www.mcgill.ca/facilities teresa.standing@mcgill.ca																																													

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Parking Services Fee	\$22.00 x 2 = \$44.00	P Parking Services to me ▾ Thu 13 Aug, 10:44 ★ ☺ ↶ ⋮ Good morning, I received your form for outdoor events from my supervisor. The Main Campus parking area accessed via Milton gate (Milton x University) is strictly controlled by an access list given to the parking agent in the booth. Our office must be notified of any and all deliveries and/or vehicles which require parking at least one business day ahead of the event, before 4pm. If you have deliveries or anyone who needs daily parking, please note: • I will need the company name or the driver's name ahead of the event (latest 4pm the business day before arrival) • I will need to know whether they are parking for the day or whether they're just delivering. ◦ If delivering, they have 30 mins – if they take longer, the charge is \$4.25/30 mins to a max of \$22.00 for the day ◦ If parking, the rate is \$4.25/30 mins to a max of \$22.00 for the day payable with a debit card or credit card. • Vehicles can only drive down to the main road to deliver items like tables or food items from 7am to 11am. There is no parking available near the main road. Vehicles requiring parking will need to park along the east side of James Admin or in the spaces between James and Wong. Please send the list of names ahead of the event to avoid any delays at the Milton gate. Please let me know if you have any questions. Thank you Shannon
Adding McGill on Proof of Insurance (Additional Insured)	\$200.00 x 2 = \$400.00	Fri, Aug 21 at 12:43 PM Hi Maggie. For the certificate the insurance is charging <u>200\$</u> per certificate. 1 for each date (22sept and 29 sept) I've asked for proof of this additional
Packaged Popcorn (Potential for Sponsors)	\$400	Potential Sponsors: Metro, Provigo, IGA, Maxi, Costco, Couchetard, Kernels Popcorn
Beverages (Potential for Sponsors)	\$400	Potential Sponsors: Poppi, Fuse, Vita Coco, Coca Cola, Minute Maid, Tropicana
McGill Security	\$33.30/hr x 5hrs = \$166.50	 McGill Use this form to request a Security Agent if you belong to a Student Association or Group. All agent requests from McGill community members must be processed by way of the MMP: Go to the MMP. Agent Rates as of June 30, 2025: • \$33.30/hour • \$34.87/ between 22:00 and 06:00 Use this form to request a security guard if you are part of a student association or group. All agent requests from members of the McGill community must be processed through the MMP: Access the MMP. Agent rates effective June 30, 2025: • \$33.30/hour • \$34.87/hour between 10 PM and 6 AM

Lighting	\$2299.50	(tax included)
Rain Plan (to confirm)	\$500.00 x 2 \$1000.00	Isaiah Ibrahim Mohamed, Mr
EST. TOTAL (w/ contingency)	\$12,150.14	Note: partially covered by sponsors, McGill, and/or TVM

Appendix B: Proposal

Movie Night

A Low-Barrier, Open-Air Event for All

SSMU Proposes to host a free, open-air movie night on the Lower field for the McGill community. The event will run over two evenings, one on September 22nd and the other on September 29th. This offers students a low barrier, high-turnout social and community building opportunity early on in the fall term. Each screening will feature an outdoor movie/cinema setup as well as onsite beverage and snacks. The event is designed to be open, free to attend, and accessible.

Proposed Event Date: September 22nd & 29th

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Location: Lower Field



1. Executive Summary

Event Overview

Date: September 22nd & 29th

Time: Gates/Setup at around 6/6:30pm: community gathering from 7pm, and screening beginning at 7:30pm

Location: Lower Field

Expected Attendance: ~500 students per screening, subject to weather

Logistics and Operations

The event centres on a rented outdoor cinema screen and sound system, with students encouraged to bring their own blankets and chairs. The lower field will be organised into clearly defined zones for viewing, vendors, and support services.

Revenue and Partnerships

The primary cost driver is the outdoor screen and AV rental. The cost can be offset by securing an event sponsor or exchange for logo placement alongside SSMU branding before and after the movie screening.

Permits and Approvals

Showing the movie will require the rights to the movie first. This can be confirmed through a license through ACF, which McGill libraries can provide. Once SSMU confirms coverage of movies with McGill libraries, choosing the movie will be an important next step. Additional approvals will include the lower field booking, food vendor permits, and event/risk insurance.

A rain plan can also be taken into account with a booking at Leacock 132 as the only other space that can accommodate students of that sheer size.

Long-Term Vision

If successful, Movie Night is intended to become a recurring early-fall tradition, a lower-cost, high-reach event that can grow in future years to include additional screening dates for key sporting events and deeper faculty-partner involvement.

Strategic Timing of Event

To account for maximum student engagement, choosing a weekday that is early on in the week (not Thursday or Friday), and ensuring most classes are over by the start time of the event around 6:30 pm is essential. In addition, having a smooth transition between daytime, sunset, and nighttime is ideal to set the mood for the event. In this case, both Sept 22 and Sept 29 are Tuesdays and the event is intended to start around 6:30pm.

3. Venue Layout – Fully Public and Open

Lower Field (West Side) – Open to All

This will be a fully public, open-access event with no fenced private sections, reflecting McGill's commitment to inclusive community programming. The entire event space will be accessible to students, staff, faculty, alumni, and the broader Montreal community.

Layout Zones:

The event will feature three integrated activity zones across Lower Field:

1. The movie screen area for outdoor showing
2. A food vendor corridor showcasing the hot dog man, choices of ice cream a popcorn machine, and water
3. Support services such as MSERT, redfrogs and walksafes/drivesafe tabling

4. Equipment and Infrastructure

Stage, Audio-Visual and Performance

Screen & Projection Infrastructure

- The Screen: A rented inflatable or truss-mounted outdoor cinema screen (minimum width of 20–24 feet) to ensure clear visibility for a crowd of up to 500 students spread across Lower Field.

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- Aspect Ratio & Format: Formatted to 16:9 widescreen to support standard film distribution formats provided by the McGill Library ACF licensing.

Audio and Sound Engineering

- Speakers will be strategically angled toward the interior of the Lower Field viewing zone to maximize sound quality for attendees while minimizing audio bleed toward adjacent campus buildings (e.g., McLennan Library, Arts Building) and nearby residential streets.
- A/V Operator: A dedicated technician (provided by the AV rental company or a trained SSMU tech) will manage audio levels, lighting transitions, and film playback throughout the evening.

Decorative Elements and Ambiance

- Power source: Extension cords from nearby campus buildings OR battery-powered LED options
- Installation: SSPN volunteers, day before or morning of event

Food and Beverage Vendors

Potential Beverage Vendors Include:

- Any existing beverage vendor the SSMU has (partner with A & R)
- Poppi
- Kombucha

Food Vendor Logistics:

- Montreal permits: All vendors must have MAPAQ licenses and comply with City of Montreal food service regulations
- Setup: 4:30 pm - 6 pm ; Teardown: 9 pm - 10 pm
- Waste: Coordinate with event waste management team

5. Safety, Security and Student Support

Security and Crowd Management

McGill Security Services:

- Request for coverage: 2-4 security officers for event (pending McGill approval)
- Deployment:
 - 2 officers at main information point
 - 2 officers roaming throughout event space
 - Focus on general safety, crowd flow, incident response

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Student Volunteers (SSPN-Coordinated):

- 20-25 SSMU volunteers managed by SSPN (Student Services Planning Network)
- SSPN will coordinate volunteer logistics
 - Volunteer recruitment
 - Day-of assignments and scheduling
 - Communication systems
- Volunteer roles: Event setup, vendor liaison, activity coordination, directional assistance, waste management, accessibility monitoring, teardown

Crowd Management:

- Open flow throughout event space

6. Medical and Student Support Services

MSERT (McGill Student Emergency Response Team):

- 2-4 MSERT volunteer responders on-site
- Capabilities: Standard First Aid, CPR/AED certified
- Station: Designated tent/table with first aid supplies, clearly marked
- Emergency dispatch: Connected to McGill Security emergency line

Red Frogs (Student Support and Harm Reduction):

- 2-4 Red Frogs volunteers
- Visible presence: Booth/station where students can rest and rehydrate

Permits and Approvals

Required Permits:

1. Public Event Permit:

- Already secured through McGill or SSMU processes
- Confirms event authorization on McGill property

2. Movie Permit

- Already secured through McGill Libraries using their ACF Licensing & Agreement

3. McGill Internal Coordination:

- Space reservation: Lower Field booking confirmed through McGill Space Management
- Coordination with:
 - McGill Security (security coverage request)
 - Campus building managers (restroom access, power access)

7. Revenue Generation and Sponsorships

Revenue Streams:

1. Sponsorships:

- Coordination: Work with the Sponsorships Specialist to identify and secure sponsors
- Potential sponsors:
 - Local Montreal businesses (cafés, restaurants)
 - McGill Alumni Association
 - Corporate sponsors interested in community engagement
- Sponsorship benefits: Logo placement, recognition in promotional materials, on-site signage

8. Partnership and Organizational Structure

Key Partners

McGill Security Services: Event security coverage

SSPN (Student Services Planning Network): Volunteer coordination

SSMU Sponsorships Coordinator (Georgina): External sponsorship development

Montreal & McGill Community Partners

9. Timeline and Milestones

1. Confirm lower field booking
2. Confirm screen
3. Confirm sponsorships
4. Confirm contingency plan

10. Sustainability and Long-Term Vision

Environmental Stewardship

- Comprehensive recycling and composting
- Minimal single-use plastics
- 60%+ waste diversion goal
- Field protection to minimize turf damage

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Annual Growth

Year 1 (2026): Pilot event, 500-1,000 attendance (minimum)

Year 2 (2027): Expanded programming, 1,200-1,500 capacity

Year 3 (2028): Potential month-long event, additional recreational activities

Legacy

- Annual tradition to welcome students' back and increase engagement
- Positive McGill-Montreal community relations
- Model for inclusive, low-barrier and accessible campus events

11. Conclusion

The proposed Lower Field Movie Night represents a high-impact, low-barrier opportunity to strengthen the McGill community at the very start of the fall term. By transforming one of the campus's most iconic central spaces into an open, accessible, and vibrant outdoor cinema, SSMU can deliver an inclusive experience that welcomes students, faculty, staff, and the broader Montreal community alike.