

MEMO

To: Selectboard
From: Town Administration
Re: Rotary Club - Flags for Heroes campaign - request for temp installation
Date: April 1, 2026

The Holyoke, South Hadley & Granby Rotary Club has contacted Town Administration to request authorization to continue their Flags for Heroes campaign at Town Hall for the upcoming 2026 summer season. The Selectboard approved the program last year, which involved the temporary installation of American flags on the front lawn of Town Hall for a period running approximately from Memorial Day through July 4th.

Rotary is requesting continued temporary use of the Town Hall front lawn for the display. The stake mounts used to hold the flag poles remain in place at Town Hall from the prior installation, and Rotary would utilize those existing mounts again this year.

Based on community feedback received through the Veterans Services Officer, Rotary is proposing a change to the installation dates this year. To avoid any potential conflicts with Memorial Day activities and observances in the area directly in front of Town Hall, which is situated adjacent to a veterans memorial, the display will be moved away from Memorial Day. Instead, Rotary proposes an installation period beginning just before July 4th and running for approximately four to six weeks.

The revised timing also aligns with the 250th anniversary of the United States, providing a fitting and patriotic display of flags at Town Hall during this commemorative period. Additionally, Rotary intends to coordinate the South Hadley installation with a corresponding display they are planning in Holyoke, creating a unified program across the communities they serve.

Town Administration is bringing this request to the Board for approval. No changes to the physical installation are anticipated beyond the adjusted dates, as the existing stake mounts remain in place from last year's program. Barbara Baran, representing the Rotary Club, will be present at the meeting to provide additional information and answer any questions the Board may have.