

Fighting Litter Brainstorming Session  
Millersville at Fall Creek Valley Annual Meeting  
3/31/2025

Fighting Litter – Village Businesses

1. Organize a 'Do Not Litter' campaign of some kind and involve as many of the businesses in the village as possible.
2. Every time you visit one of the trashy businesses in our village ask for the manager and let her or him know nicely, but firmly, their property needs some sprucing up! Pester managers in a friendly way and don't let up.
3. Do monthly reminders to all of us to stop in the trashy businesses in our village and ask for the manager to clean up their property.
4. Pointing out to trashy businesses that MFCV volunteers care deeply about our neighborhood and regularly spend time picking up THEIR trash.
5. Recognize "Business of the Month/Year" for clean, litter-free property. Possibly place a sign at the business recognizing their accomplishment.
6. Post DO NOT LITTER signs at local businesses. Use signs like the ones we posted near the Millersville Preserve.
7. Give recognition and an annual award to the cleanest business(es) in the village.
8. Ask the Mayor to promote/advertise businesses, on billboard and/or social media, that have been proactive in litter cleanup and prevention.

Fighting Litter – Roadside Advertising Signs

1. Whenever you can, remove and dispose of roadside advertising signs - except political signs which can only be removed 7 days after the election.
2. Call roadside advertising signs businesses and tell them to stop putting up their signs in our community.
3. Call MAC or BNS to ask them to remove roadside advertising signs per city ordinance.

Fighting Litter – Post 'DO NOT LITTER' Signs

1. Post DO NOT LITTER signs around the community and on Binford with city ordinance and fine referenced.
2. Contact MAC 317-327-4622 or Request Indy frequently about problem businesses and concentrations of litter.

Fighting Litter – License Plates

1. Create and distribute 'PLEASE DON'T LITTER' (or maybe 'LITTERER'S ARE TRASHY PEOPLE!', 'LITTERING IS TRASHY') license plate frames.

Fighting Litter – Local Schools Involvement

1. Local school students could make a "trash float" or display that could be utilized get the 'DO NOT LITTER' message out.
2. Put a collage display of trash pictures together to share with the Mayor.
3. Repeated mention of 'DO NOT LITTER' and education on the negative impact it has on the environment and our community to primary and secondary school students might help slow down the trash epidemic, especially if the children speak up if a parent or older sibling is caught in the act of littering.
4. Ask Millersville schools to conduct a short anti-littering education session each semester.
5. Ask Millersville schools to participate in a competition to design an anti-litter campaign, imagery and tagline with the winner of each school being recognized by Millersville at Fall Creek Valley, KIB and the Mayor
  - a. Have the KIB and the Mayor use the kid's creations to further promote the anti-littering message.
  - b. Create signs with winner's design and tagline to place around Millersville village to reinforce the message.
  - c. Look into posting a "Stop Littering" message or the anti-litter art and tagline created by local school children on the billboard by CVS in Millersville.

#### Other Creative Ideas and Resources

1. Visit Litter Solutions website <https://www.littersolutionsinc.com/>. Perhaps we could enlist their services on Binford and other areas that are difficult to clean up.