



FLORIDA ATLANTIC UNIVERSITY

Board of Trustees

Item: CG: A-1 b.

COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Date: Tuesday, August 13, 2024

SUBJECT: APPROVE NAMING OF UNIVERSITY ELEMENTS

PROPOSED COMMITTEE ACTION

Recommend that the BoT approves the renaming of the Delray Acura Club (Premier Club level) in the FAU Stadium. The proposed name of the Premier Club area in the FAU Stadium will be the “Delray Genesis Club”.

BACKGROUND INFORMATION

Donation:

Pursuant to the 2011 Gift Agreement between Delray Hyundai and FAU Foundation, Delray Hyundai received naming recognition for two car brands it owned – Delray Hyundai and Delray Acura in the FAU Stadium. Due to recent changes in the dealership, Delray Hyundai has requested that the Delray Acura naming recognition be replaced with Delray Genesis. The “Delray Acura Club” will be renamed the “Delray Genesis Club” and the Delray Hyundai Deck naming will remain unchanged.

Gift Purpose:

The gift was made to support construction and related costs of the new on campus Stadium and/or the operation of the Football program at Florida Atlantic University.

Donor's Background:

Delray Hyundai and Delray Genesis

Delray Hyundai and Delray Genesis are car dealerships that service Palm Beach and Broward counties.

Armen Sabondzhyan

Armen Sabondzhyan is Vice President of Operations for Delray Hyundai. Prior to Delray Hyundai, Mr. Sabondzhyan served as general manager for Delray Genesis and vice president and general manager for Essential Ford of Stuart. For several years he resided in Las Vegas and served at several dealerships.

Mr. Sabondzhyan resides in Riviera Beach, Florida.

Howard Isaacs

Howard Isaacs is the Marketing and Reputation Director of Delray Acura, Hyundai, and Genesis. Mr. Isaacs has worked with the organization since December 2012. He is also an alumnus of Florida Atlantic University where he earned a bachelor's degree and an MBA.

Mr. Howard resides in Davie, Florida.

FISCAL IMPLICATIONS

Current signage in its existing locations will be refreshed and updated with Delray Hyundai being responsible for all costs and expenses associated with the signage updates, including professional fees, fabrication, and installation.

Cost of signage and installation – TBD

IMPLEMENTATION PLAN/DATE

Implementation date is to be determined.